

PRESS RELEASE

Electric media campaign launched



Ancenis, May 5, 2022 — Manitou Group, the worldwide reference in handling, aerial lift platforms, and earthmoving, is launching a media campaign on electrical energy. The group intends to reinforce its commitment to its energy transition and affirm its ambitions as a responsible leader.

2022 will be an electric year for the Manitou brand. To accompany the launch of numerous low-emission products under the OXYGEN label, the group's historic brand has decided to increase its presence in a number of communication media to spread the word about its ambitions for its electric models. With the slogan "**Reduce your emissions, raise your standards**", this campaign underlines the group's ability to meet all the needs of its users, whether they are decision-makers, rental customers or major accounts.

This media campaign will take the form of advertisements in the construction and innovation press in France, but also in many European countries as well as in India and the United States. The campaign also has a digital side with a social media presence on the Manitou brand's Facebook, Instagram and Twitter, as well as a campaign-specific landing page accessible from the [manitou.com](https://www.manitou.com) website. A regular newsletter will also be sent out to customers and prospects. Arnaud Boyer, VP of Marketing & Product Development, says: *"We are hoping to accelerate the development of our electric ranges with numerous launches throughout 2022 and beyond. This campaign will showcase the new models while highlighting the benefits to our customers in terms of versatility, lower TCO and performance. Our goal is to show that the group is able to offer a virtuous solution to every handling need, in line with our CSR roadmap."*

The campaign, which was launched at the end of March, will run throughout the year, culminating in the preview of seven new electric models at the Bauma international construction trade fair in Munich from October 24 to 30, 2022.

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Manitou Group is a worldwide reference in the handling, powered access, and earthmoving sectors. By improving workplace conditions, safety, and performance, our environment remains renewable and sustainable for mankind.

Through its 3 iconic brands — Manitou, Gehl, and Mustang by Manitou — the group develops, manufactures, and provides equipment and services for the construction, agriculture, and industrial markets.

By constantly innovating its products & services, Manitou Group constantly adds value to exceed its stakeholders' expectations.

Always attuned to its customers via its expert network of over 1,050 dealers, the group continues to be true to its roots by keeping its headquarters in France. That focus, which powered sales to €1.9 billion in 2021, informs its talented worldwide team of 4,500 whose passion ceaselessly motivates the group.