



PRESS RELEASE

4th edition of the program dedicated to sustainability issues "On the way up"



Ancenis, June 17, 2024 - Manitou Group, a worldwide reference in the handling, aerial work platform and earthmoving sectors, announces the new edition of its ["On the way up"](#) digital event, entirely dedicated to the sustainability challenges of its ecosystem.

On Wednesday June 26 at noon (CET), Manitou Group is organizing the fourth edition of its annual "On the way up" event. Open to the general public, this event will be streamed to Internet users worldwide. Hosted by Michel Denis, President & CEO, and Aude Brézac, CSR Director, the Group and its stakeholders will take a 10-year leap forward to raise awareness of the urgency of the long term. This will be followed by a discussion of the crucial themes of adaptation, innovation and transformation, made possible only through the collaboration of an entire ecosystem.

The program's content will also be enriched by the testimonies of numerous group stakeholders and external contributors, with the participation of Virginie Raison, President of the IPCC Pays de la Loire and geopolitologist, Huy Nguyen, Sales Director for steelmaker SSAB Europe, as well as Norwegian dealer Manitou Hesselberg and German dealer UF Gabelstapler.

This was an opportunity for the Group to present the progress made on its CSR roadmap, in line with the commitments set out in its New Horizons 2025 strategic plan.

[To register and follow the event, click here](#)



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IN MOTION



[**Download the visuals from the corporate website media library**](#)

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As a world reference in the handling, aerial work platforms and earth moving sectors, Manitou Group's mission is to improve working conditions, safety and performance around the world, while protecting people and their environment. Through its flagship brands – Manitou and Gehl – the group designs, produces, distributes and services equipment for construction, agriculture and industry. By placing innovation at the heart of its development, Manitou Group constantly seeks to bring value to all its stakeholders. Through the expertise of its network of 800 dealers, the group works more closely with its customers every day. Staying true to its roots, with its headquarters located in France, Manitou Group turned over €2.9 billion in 2023. It unites 5,500 talents worldwide with passion as their common driver.

