



MANITOU AT APEX 2011: HIGHER UP WITH AERIAL WORK PLATFORMS

- Confirmed success of Manitou product ranges and positioning
- Launch of 3 new models
- Extension of the Terex/Genie cooperation

Ancenis, September, 14 2011. On September 14-16, 2011, Manitou will be exhibiting at APEX in Maastricht (Netherlands), a leading international tradeshow for Aerial Work Platforms (AWPs).

While the AWP market is largely dominated in volumes by unexpensive scissor lifts (from a product standpoint) and North America (from a region standpoint), Manitou focuses on the higher end of the market with articulated AWP's for its European customers. Articulated AWP's serve a wide range of applications in the construction and industrial markets, and are available with an electrical or IC engine, depending on the indoor or outdoor primary usage of the machine. Manitou articulated machines enjoy a high reputation of quality and reliability that has boosted our European market share by 5 points in one year, from 18.5% in H1'10 up to 23.5% in H1'11 (source AEM) while production more than doubled over the same period.

At the same time, to better address the scissor segment, Manitou had initiated in April 2010 a cross-OEM partnership with Terex/Genie, whereas Genie provides Manitou with IC compact and slab scissor platforms and Manitou sells Genie its Vertical Lift 80/100 VJR machines. Both parties are very pleased with the market traction this agreement has created with their respective customers, and now work towards new developments.

Eric Lambert, President of Manitou's RTH (Rough Terrain Handling) Division declared: *« AWP's are a standalone piece of Manitou's material-handling offering, and we are proud of what we achieved in this tough market dominated by strong full-liners and powerful rental firms. The feedback from our customers, both rental, dealers and end-users, is unanimous and they are happy to find with our AWP's the traditional values they enjoy with our Manitou telehandlers: reliability, technical innovation, and superior service. We are excited to further enlarge our range, with new home-grown machines but also thanks to the Genie partnership. »*

New at APEX 2011:

- 2 new **telescopic 26m and 28m AWP's** (260TJ+ and 280 TJ) for higher reach, especially for roofing, renovating and building applications;
- A new **optimized version** of the leading IC rough terrain 16m (160 ATJ) with new cleaner & quieter engine and improved controls;
- 2 new **Bi-Energy** (IC & electrical) 15m & 17m (150 AETJ L Bi and 170 AETJ L Bi) for greater polyvalence and lower cost of ownership.



Where to find us:

Please visit our booth at APEX (stand n° 1630, hall...), in Maastricht (Netherlands), or visit our website at www.manitou.com

Press info: Exclusivity the new telescopic booms, 260 and 280 TJ

Press info: New generation of ATJ

Press info: Manitou goes green

Press release: Agreement with Terex

Manitou, Material Handling Reference, is headquartered in Ancenis (WesternFrance). The company designs, assembles and distributes material-handling solutions for the agriculture, construction and industrial markets. Manitou reported a revenue of €838 millions in 2010 , two thirds of which were generated outside French borders. Business is conducted under the Manitou®, Gehl®, Mustang®, Loc® et Edge® trademarks, through 1,400 independent dealers in more than 120 countries. On December 31, 2010, Manitou employed 2,800 people 40% of which abroad.

Coming event: September 19, 2011 - 2011 H1 Results

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