



# MANITOU GROUP

## Two new websites: one for the group and one for the Manitou brand!

- [www.manitou-group.com](http://www.manitou-group.com) is changing its image with a new corporate site
- [www.manitou.com](http://www.manitou.com) is now the internet site for Manitou® with a more business-oriented approach and a new look
- Both are more sleek, complete, and better attuned to their respective target audiences

Ancenis, November 10, 2011 -Manitou on internet site is changing its image, with a more ergonomic, sleeker, and better targeted approach.

By creating two different sites, one devoted to the institutional information for the Manitou group, and the other appealing directly to current or potential users of the Manitou® brand, the group is making a maximum amount of information available to internet users while at the same time making navigation simpler.


*"Simplifying the user's visit from the moment of connection forward was our foremost concern. Now, with separate paths to a 'group site' and a 'brand site,' information can be accessed more coherently. We also wished to provide answers to those using our equipment, our clients or prospects, as fully as possible, but also with the most intuitive approach. The double expertise from our Marketing/Communications teams made it possible to reach these goals."* stated Hervé Saulais, General Secretary of the Group.

[www.manitou-group.com](http://www.manitou-group.com):

A site for introducing the Manitou group: its history, organization, structures, and strategy. But also every kind of information useful for shareholders, investors, journalists or future collaborators: key figures, publications, job offers, and all the news, of course... Not to mention the direct link to the 5 brands distributed by the group: Manitou®, Gehl®, Mustang®, Edge® and Loc®.

[www.manitou.com](http://www.manitou.com):

A site devoted to the Manitou® brand, to which internet users have direct access by selecting the market they are interested in, or the type of products or services they are looking for. Available in 11 languages, the site simplifies users' searches: by selecting their applicable market, their needs (with the help of a product selector) and region (location recognized by the browser), future users can consult the product descriptions and data corresponding to their needs, watch videos or see photos showing their use, and contact the dealer nearest to them just by giving the name of a city or a postal code anywhere in the world.



*Manitou, the Material-Handling Reference, is headquartered in Ancenis (West of France). Manitou designs, assembles and distributes material-handling solutions for agriculture, construction and industry markets. Manitou reported in 2010 revenue of €838 millions, of which two thirds outside France. Business is conducted under the Manitou®, Gehl®, Mustang®, Loc® et Edge® trademarks, through 1,400 independent dealers in more than 120 countries. As of December 31, 2010, Manitou employed 2,800 people of which 40% outside France.*

**Forthcoming event**

January 31, 2012 (post closing): Q4 & FY'11 Revenue

Corporate information is available at: [www.manitou.com](http://www.manitou.com)

Shareholder information: [communication.financiere@manitou.com](mailto:communication.financiere@manitou.com)

**Listing codes:**

ISIN: FR0000038606 • MNO: MTU • Reuter: MANP.PA • Bloomberg code: MTU.FP

Indices: CAC Mid & Small, CAC Small, CAC All-Tradable, NEXT 150