



## 4<sup>th</sup> edition of “On the way up”



**Nantes, June 26, 2024** – Manitou Group, a worldwide reference in the handling, aerial work platform and earthmoving sectors, presents [the 4th edition of its annual "On the way up"](#) event dedicated to sustainability issues.

Broadcast in over 40 countries, this fourth edition of On the way up continues to unite and inspire around the crucial subject of sustainability. In order to humbly raise awareness of the issues it shares with its stakeholders, the Group has chosen to focus its fourth edition on the urgency of the long term, addressing the crucial themes of adaptation, innovation and transformation.

With the help of suppliers, customers, students and the President of the IPCC for the Pays de la Loire region, the Group aims to demonstrate the complexity of the society in which it operates, and the various environmental levers that can be used to accelerate its transition to an ever more sustainable model. Among the program's highlights, testimonials on the circular economy and decarbonization solutions revealed the need to work with the entire value chain to move forward more quickly together.

Michel Denis, President & CEO of Manitou Group, comments: *"This 4th edition of On the way up enables us to highlight best practices, initiatives and partnerships that enable us to move faster together with our stakeholders. The urgency of the long term is a daily issue at Manitou Group, with decisions that can have an impact over the next 10 to 20 years. It's vital to make the right choices today and continue to help set the world in motion."*

[The replay of the program is now available on the Group's YouTube channel by clicking here.](#)



SET THE WORLD  
**IN MOTION**



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**Press contact: Franck Lethorey | [f.letlhorey@manitou-group.com](mailto:f.letlhorey@manitou-group.com) | +33 (0)7 86 70 85 62**

As a world reference in the handling, aerial work platform 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, Manitou Group is headquartered in France. It achieved a 2023 turnover of €2.9 billion and brings together 5,500 talented people worldwide, all driven by a shared passion.

