Press release

# High Balanced Handling as synonymous with brand value

**The concept of High Balanced Handling is employed by Kramer Allrad to encapsulate all its brand values and qualities.**

Kramer Allrad, the south German compact construction machinery manufacturer, can boast many qualities for itself and its products: flexibility, off-road capability, versatile deployment possibilities, broad product range, long-standing company management, and much more besides. High Balanced Handling encapsulates these brand values and provides a platform that represents the basis for its global corporate communication. In sales talk, press communications, brochures or ads, these values are now conveyed by means of an all-embracing concept.

**Far more than just a loader - the system bearer from Kramer**

The focus of Kramer's product strategy is on the versatility and cost-effective application of its loaders. Finding solutions for customer requirements is at the centre of our development work, and this is perfectly reflected in the High Balanced Handling concept.

It stands for the optimally balanced, comfortable, cost-effective and ecological application of loaders and systems.

**A one-piece chassis as a central design characteristic**

The one-piece chassis plays a central role in the history of Kramer. Ever since starting in the business of manufacturing construction machinery, Kramer has adhered to this design principle. The advantages stand out a mile: a loader can convey the same load when taking bends as if it were driving in a straight line. The machine's centre of gravity always remains central, preventing any risk of overturning. What is more, Kramer loaders are of a more compact and lighter build for an equivalent performance than comparable competitor machines.

The excellent off-road capability also results from the one-piece chassis, which endows the yellow loaders from Pfullendorf with exceptional stability.

Since there are steering axles mounted beneath the one-piece chassis, Kramer can boast other benefits, too. As the brand name ("Allrad" meaning "all-wheel") suggests, all the machines have all-wheel steering and are therefore highly manoeuvrable. With a maximum steering angle of 80°, the loader is able to access almost every conceivable construction site environment, whether outdoors or in. Added to this is the possibility of activating two further steering modes: front-wheel steering for safe road driving and crab steering for manoeuvring close to walls or in tight spaces.

**Two attachment areas for maximum versatility**

Thanks to their optimally-matched components and generously-dimensioned hydraulics, Kramer loaders are extremely dynamic and high-performance machines. In order to exploit these capabilities to the maximum, the machines are responsive to operate and can be equipped to meet customer specifications. For example, Power Flow high-performance hydraulics are available as an option, required when used in conjunction with power-intensive tool attachments, such as cold planers and snowblowers. All tool attachments offered by Kramer are hitched up, tested and approved in-factory prior to release, ensuring that the tools perform with maximum efficiency and that the machine and tool attachment guarantee is met. As well as the standard tool attachments and hydraulic tool attachments it is also possible to deploy tools with power take-off, thereby further enhancing the aspects of customer utility and cost-effectiveness.

As well as front-hitching devices Kramer also offers tail-hitching devices, such as hydraulic or electric-driven road gritters. Trailers, too - even with tipper connection and air brake unit - can be used Europe-wide, with all the transportation cost-savings this implies. In association with Ecospeed stepless high-speed drive, which allows the loader drive speed to be increased steplessly to a top speed of 40 kph, the trailer option really comes into its own. The loader is thus capable of covering short journeys entirely under its own power.

**Product diversity means the right machine for every decision-maker**

Ever since it started manufacturing construction machinery, Kramer has always produced compact loaders in the bucket capacity range of between 0.2 m³ and 2.5 m³. In order to make maximum impact in this sector and be able to offer every customer the machine best suited to their needs, product diversity is a decisive factor. Kramer offers a comprehensive range of mini-loaders, wheel loaders, tele wheel loaders and telehandlers. Where wheel

loaders are concerned, there are two series: the 50 Series and the 80 Series: The seven loaders of the 50 Series are robust and easy to handle. With this Series, the focus is on price-performance ratio and cost effectiveness.

Anyone buying a wheel loader from the 80 Series will invariably have had it customised to meet their needs, although the basic machine is already superbly equipped and offers the driver a high-performance wheel loader with lots of comfort features. The options are there to fulfil every conceivable desire. Both series include a tele wheel loader model which has become solidly established at Kramer and which offers users additional boom reach and lift height.
The telehandlers comprise five models, with stacking heights ranging from 4.5 to 9 m. The machines are designed for rugged deployment while proving their mettle through sensitive handling and uncompromising performance.

**Driver comfort plays a central role**
Since for many drivers the cab of a wheel loader is their working environment, Kramer sets great store on their comfort and safety. The roomy cab is fully glazed and affords the operator an excellent all-round view of the tool attachment and working area. The large steps facilitate safe mounting and alighting from the vehicle, on some models from both sides.
The colour-coded switches ensure easy recognition and intuitive control, and the ergonomic multifunction joystick allows the driver to keep one hand on the wheel at all times. The comfort-cab provides the perfect balance of comfort and productivity.

**Solid business strategy ensures lasting success**
The basis for the manufacturing of market-leading products is a business strategy that is mapped out over the long-term. Here, the bundling of the development, procurement, production, sales and service areas for all products plays a central role. Furthermore, the Bodensee location is secure for decades to come thanks to the new works building in Pfullendorf, thereby ensuring that the employee know-how will remain in-house. The medium-sized corporate structures guarantee short decision-making paths and help to ensure that the product development process remains strictly market-orientated and timely. Kramer has demonstrated its flair for innovation time and time again, and will continue to do so in the future, since it is on this small but decisive competitive edge that the company thrives.

# Press release

High Balanced Handling now stands as synonymous with all these qualities, and ultimately with Kramer as a manufacturing company. All brand values complement each other in perfect equilibrium, and make the Kramer Allrad brand such a successful one.

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**About the company:**

Kramer-Werke GmbH is a medium-sized manufacturing company that sets great store by in-house Research & Development. Compact wheel loaders, tele wheel loaders and telehandlers for the construction industry, gardening & landscaping, local authorities, plant hire firms and recycling companies are marketed under the brand name Kramer Allrad. All Kramer products bear the hallmark of cutting-edge technology and supreme quality. With Kramer's bespoke all-wheel steering, the company is a market leader in Europe. Kramer-Werke GmbH is a subsidiary of Wacker Neuson SE.