



Press Release

Wacker Neuson SE to demonstrate product strengths and innovative drive at bauma 2010

Numerous new Wacker Neuson and Kramer Allrad products

(Munich, January 19, 2010) Wacker Neuson SE is cautiously optimistic for fiscal 2010 and anticipates an upturn in business. The Group will be launching numerous new products and innovations under its Wacker Neuson and Kramer Allrad brands at bauma 2010.

Customers to benefit from latest product innovations

“2010 will again see us showcasing our product strengths and innovative drive with a wide variety of new products designed specifically to bring process efficiencies to our customers,” explains Dr.-Ing. Georg Sick, CEO of Wacker Neuson SE. The new products are to be unveiled and launched in Munich at bauma 2010, the world’s largest construction trade fair. This move sees the Group expanding its high-quality portfolio of Wacker Neuson brand products to include numerous new vibratory plates such as the DPU 130, which is nominated for the bauma innovation prize 2010. These latest additions also include a new electric breaker and a new generation of gasoline cut-off saws. A new series of all-wheel drive wheel loaders and two new telescopic handlers will also be launched under the Kramer Allrad brand in 2010. A wide range of Wacker Neuson compact excavators will be equipped with the Vertical Digging System (VDS) and several dumpers will be offered with cabin options.

Winning market share worldwide in 2010

“We are getting ready for an upswing in business fuelled by a backlog of construction projects, in particular infrastructure measures. We are therefore cautiously optimistic about 2010 and expect business to pick up,” states Sick. In order to gain market share, the Group will continue to launch compact equipment worldwide via its global sales and service network. 2010 will also see the launch of the Group’s Farm Mobility concept. Under the umbrella of this project, Wacker Neuson will be adapting proven compact equipment to meet the needs of the agricultural market and expanding its range of agricultural products. “Further crucial success factors include our highly acclaimed sales and service network as well as our proven product and service quality – also rated by our customers over the decades – together with our strong brands and in-depth employee expertise,” emphasizes Sick.



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About Wacker Neuson:

Wacker Neuson SE is a global manufacturer of light and compact equipment. With over 30 affiliates and more than 180 sales and service stations across the globe, the new company offers an unparalleled product portfolio. Almost all products manufactured by the company are branded Wacker Neuson. The only exceptions to this in Europe are Kramer-branded all-wheel loaders and Weidemann-branded agricultural machinery, which the company plans to strengthen and expand. With over 300 product categories and complementary rental, spare parts and repair services, Wacker Neuson is the partner of choice among professional users in construction, gardening, landscaping and agriculture, as well as among municipal bodies and companies in the industrial and recycling sectors.