



Press release

bauma 2010 – Successful trade fair for Wacker Neuson SE

Group orders up over 25 percent on 2007 – customers optimistic

(Munich, April 30, 2010) bauma 2010 was a resounding success for the Wacker Neuson Group. This year saw the Group present its unique, combined portfolio of high-quality Wacker Neuson and Kramer Allrad products at the trade fair for the first time. Feedback from customers was extremely upbeat, with sales up by more than 25 percent on 2007, which was a boom year.

Wacker Neuson makes a mark with innovative products and impressive product demos

Over an approximately 5,800 m² site, various exhibits, shows and practical demos showed customers the real-life value of the merger for the first time. Customers saw first hand how to combine products from Wacker Neuson's light and compact equipment range to further optimize construction processes. "Our concept was very well received by customers. In addition to the outstanding sales figures, we are also extremely pleased with the promising contacts we established. Our new products are specifically tailored to customer needs and were a particular hit. Their success confirms that our decision to maintain our R&D activities in 2009 was the right move," reports Werner Schwind, member of the Executive Board responsible for sales and marketing. Visitors to the trade fair were extremely impressed with the numerous product demos.

For further information on products plus reports from bauma, visit:
www.wackerneuson.com/bauma.

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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 a unique 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.