



PRESS RELEASE

Manitou Group evolves its brand strategy

Ancenis, July 30, 2018 — The Manitou Group announces the evolution of its Mustang brand into "Mustang by Manitou". Known for its three emblematic Manitou, Gehl and Mustang brands, this action reinforces the value of its Mustang product range offering in all territories and the reputation of the Manitou Group, world leader in off-road handling.

The deployment of Mustang by Manitou was initiated at the end of July on all continents in order to bring this value to our dealers and users as soon as possible.

Arnaud Boyer, VP Marketing & Product Development, said: *"With the transition from Mustang to Mustang by Manitou, the group combines the strength of a structured network with the strong brand awareness of Manitou. With these assets, we are convinced that the launch of new products will be a success, both in the North American network and in all the countries where Mustang models are marketed."*

Manitou Group, a world leader in rough-terrain handling, invents, produces, distributes and services equipment for construction, agriculture and industry.

The group's product lines include fixed, rotating and heavy tonnage rough-terrain telescopic forklifts, rough-terrain, semi-industrial and industrial masted forklifts, skid-steer loaders on wheels and tracks, articulated loaders, backhoe loaders, aerial work platforms, truck-mounted forklifts, warehousing equipment and attachments.

Through its iconic brands - Manitou, Gehl and Mustang by Manitou - and its network of 1,500 dealers worldwide, the Group offers the best solutions by creating optimum value for its customers.

Headquartered in France, the group recorded revenue of 1.6 billion euros across 140 countries in 2017, and it employs 3,900 people, all committed to satisfying customers.