



PRESS RELEASE

Magirus agrees long-term partnership with Alpha Robotics and underpins leadership claim in future firefighting technologies

Ulm, 29 June 2021: Magirus and Alpha Robotics enter into a long-term partnership agreement for the development of intelligent products in the field of firefighting and BOS. After the very successful cooperation so far, Magirus and Alpha Robotics have decided to further intensify the cooperation and to set it up for the very long term. The cooperation focuses on the new area of Intelligent Fire Fighting Technology (IFT).

The future tasks and challenges in the field of firefighting, disaster control or rescue have changed significantly worldwide in recent years and will even increase further in the future. At the same time, new technologies will significantly expand the possibilities of mission support.

The agreed partnership is an essential step towards preparing for future challenges in the best possible way and realising Magirus' leadership claim in the development of new generations of firefighting technologies. This with a clear focus on the best possible operational support for fire brigades through more intelligent vehicles and systems with the simplest operability, highest functionality and reliability.

Marc Dienen, CEO of Magirus, emphasises: "The firefighting industry will experience some revolutionary developments in the next decade, and robotics and AI will play an important role. Leading this change requires the best people, which are not always all inside your own company. Partnering with Alpha Robotics, a

company of excellent spirit and competence which is sharing the passion, entrepreneurship and customer orientation that Magirus lives since it was founded by Conrad-Dietrich Magirus, will ensure that we will be leading the way in providing the best intelligent equipment to our customers in the years to come.”

"We are very much looking forward to the future long-term cooperation and partnership with Magirus", adds Oliver Rasche, founder and CEO of Alpha Robotics. "The past months since the beginning of the cooperation have been formative for the future: with great expertise, accompanied by passion and motivation, highly innovative products for the firefighting market have been further developed and brought to implementation. In this way, we will be able to jointly meet the increasingly complex challenges in the future that fire brigades are facing worldwide."

The partnership is an essential building block for a new generation of fire-fighting technology which Magirus presented in Ulm on 23rd and 24th June 2021 as an outlook: Networked, intelligent technologies that enable target-oriented decisions on operational tactics and operational measures to be made within the shortest possible time, even in complex situations, and ensure permanent operational readiness through information transparency. The aim of this new generation of firefighting technology at Magirus is to considerably reduce the workload of all forces in order to focus on the task at hand, increase the safety of the operating personnel and reduce the administrative workload.

About Magirus

Passion and precision, high-tech and craftsmanship. Since 1864, Magirus has stood for the combination of innovation and tradition -helping fire-fighters all over the world. With a comprehensive range of state-of-the-art and reliable fire fighting vehicles, turntable ladders, equipment and equipment wagons, special solutions, pumps and portable pumps, Magirus International is one of the largest and technologically advanced providers of fire safety and disaster control technology. Magirus is a brand of CNH Industrial N.V. (NYSE: CNHI / MI: CNHI); a world leader in capital goods with a broad range of products and global presence.

About Alpha Robotics

Alpha Robotics Germany GmbH & Co. KG is a German high-tech company with an interdisciplinary service portfolio and a focus on mechatronics, classical mechanical engineering and robotics.

With its developments, the company sets international standards with regard to performance requirements for robot systems in fire protection and disaster control as well as in rescue services.

Company contact

Xavier Moreau – Head of Sales & Marketing, Spokesperson

Magirus GmbH

Graf-Arco-Straße 30

D-89079 Ulm

E-mail: magirus-pr@cnhind.com