

Magirus Lohr opens new company site in Premstätten

Investment in the future: Styrian manufacturer of firefighting vehicles opens new company site in Premstätten, thus expanding its production capacities and presenting new, trendsetting technologies for firefighting operations.

Premstätten, 4 June 2021

Magirus Lohr has manufactured firefighting vehicles in Styria for almost 100 years. Now, the Styrian manufacturer, part of the Magirus Group, has opened its new site in Zettling, a municipality belonging to Premstätten near Graz in Austria. At the opening, the company also presented a number of trendsetting product innovations. "The new plant will allow us to serve our customers even better in coming years. The newly opened site offers the best conditions for innovation, production, and customer service. We are happy to have found a modern new home for our activities and the 160 employees in Austria," explained Marc Diening, CEO of the Magirus Group.

"Since the first fire engine was built nearly 100 years ago, Magirus Lohr has demonstrated an innovative spirit and done outstanding work for the region. The construction of the new production facility is yet an additional powerful contribution to strengthening Styria as a business location. I am always pleased when a Styrian company expands and thus secures jobs in Styria," said the Provincial Governor Hermann Schützenhöfer.

"Due to the positive development in 2017, we started a strategic search for a new location," explained Christian Reisl, Managing Director of the company: "There was no possibility of expanding the Hönigtal site due to its particular topographical conditions. Looking into the future, we urgently needed modern development and production space, not least because of the framework agreement with the Bundesbeschaffungsgesellschaft (BBG) for all firefighting vehicles of any tonnage."

Impressive work: From 10,000 m² to 17,000 m² in 10 months

The optimal location was found in Zettling, a municipality belonging to Premstätten near Graz. On February 20, 2020, the foundation stone for the new production facility – which includes a delivery centre and a sales outlet for firefighting equipment – was laid during the groundbreaking ceremony. With 17,000 m² and an investment sum of



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around 10 million euros, the company now has a location that meets the most modern standards.

Less than 10 months have passed from the groundbreaking ceremony to the handover. This was done during the extremely challenging pandemic year of 2020 and in parallel with the introduction of a new ERP system. All of this was only able to function due to the perfect cooperation of all professionals as well as the cohesion and commitment of all employees.

Innovations for customers

In addition to trendsetting product developments, customer proximity is a central part of Magirus's corporate philosophy. The new location offers the best conditions for this. In Premstätten, innovative, top-quality product solutions will be developed and manufactured for the use of fire departments. These solutions have only one objective: making the operations of the fire departments safer, more effective, and thus even more successful.

In this context, the new innovations represent an important building block in the next generation of "smart", technologically leading Magirus products. In addition to the innovations presented at the opening, such as the new HLC rolling containers and various forward-looking connectivity solutions, intelligent device recognition, for example, allows a first glimpse into the company's innovative future.

In addition to its responsibility for the Austrian market, the company will continue to act as a competence centre for firetruck cabs, Group-wide component production, and market strategy that targets Eastern Europe.

Captions (Copyright Magirus Lohr):

Image 1: Location

Image 2: Opening (from left to right): Richard Reder (Management Magirus Lohr), Marc Diening (CEO Magirus), Hermann Schützenhöfer (Provincial Governor), Udo Hebesberger (Member of the Provincial Parliament), Christian Reisl (Managing Director Magirus Lohr)

Image 3: Management (from left to right): Richard Reder (Management Magirus Lohr), Marc Diening (CEO Magirus), Christian Reisl (Managing Director Magirus Lohr)

Image 4: Address by Marc Dienes (CEO Magirus)

Image 5: Address by Richard Reder (Management Magirus Lohr)

Image 6: Address by Hermann Schützenhöfer (Provincial Governor)

About Magirus Lohr

Magirus Lohr has been a reliable partner in Styria, developing and producing firefighting vehicles and solutions for the special requirements of professional, company, works and volunteer fire departments in Austria, Croatia, Slovenia, South Tyrol and Switzerland since 1922. The company is part of the Magirus Group and the mobility cluster ACstyria.

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.

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