

PRESS RELEASE

Magirus consolidates all customer facing Sales & Service functions under one roof within the new organization “Sales & Customer Service”

- With immediate effect, the departments Global Sales, Marketing, Customer Service, Product Management, Equipment and Network & Training functions will be integrated into one new organization.
- Clear Customer focus and “One Voice” to Customer & Dealer Network.
- Marc Kuntz currently leading the Customer Service business will lead the new Organization.

ULM, Germany, March 11th, 2024. In order to strengthen the customer focus within the organization, Magirus consolidates all customer facing Sales & Service functions, like Sales, Customer Service, Marketing, Product Management, Equipment, Network Development and Training under one lead. This new “Sales & Customer Service” organization ensures an integrated market approach, improves the customer focus and consolidates the leadership team, led by Magirus CEO Thomas Hilse.

The new organization will be headed by Marc Kuntz, previously responsible for the Customer Service & Quality function.

Strong Customer focus created by a consolidated, interdisciplinary structure

"We are convinced that consolidating all customer facing functions under one lead will ensure a stronger integrated market approach, leverages the opportunities of digitalization and provides a higher focus across the entire customer lifecycle", said Thomas Hilse, CEO of Magirus GmbH. "I am convinced that due to his extensive automotive experience and track-record of building high-performing teams, Marc Kuntz is the ideal choice for this position."

Marc Kuntz added: "I am delighted to take responsibility for the Sales & Customer Service role at Magirus, the world market leader in turntable ladders and known for tradition and innovation. I am convinced that an integrated Sales & Customer Service organization will increase both, customer satisfaction and revenues, and we continue to be a reliable partner for the fire departments."

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No. of trade register: HRB 33 90
VAT Reg. No.: DE141995414
Tax No.: 88003/26203

New Head of Sales & Customer Service comes with 20years of Automotive Experience

Marc Kuntz has a 20-year track record within the international commercial vehicle industry, holding various positions in Sales, Customer Services and Network Development, in Germany and Asia. He joined Magirus in 2022, leading the Customer Service & Quality functions. During the last 2 years Marc Kuntz developed and grew the Customer Service business for Magirus. During this time he was able to gain a deep understanding of the firefighting business and establish a trustful partnership to Magirus Trade Partners worldwide.

Photo captions (Copyright Magirus):

Picture 1: Marc Kuntz, new Director Sales & Customer Service at Magirus

Magirus

Passion and precision, high-tech and craftsmanship. Since 1864 Magirus has stood for the combination of innovation and tradition - in the sense of firefighters around the world. With a comprehensive range of modern and most reliable firefighting vehicles, turntable ladders, rescue and logistics vehicles, special solutions, pumps and portable pumps Magirus is one of the largest and most technologically leading providers of firefighting and disaster control technology worldwide.

Magirus is a brand of Iveco Group, a global automotive leader active in the Commercial & Specialty Vehicles, Powertrain, and related Financial Services arenas.

For further information about Magirus: www.magirusgroup.com

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