

# Press Information

## **Double anniversary celebration in Ulm: 200 years of Conrad Dietrich Magirus & 160 years of Magirus**

- 200th birthday of the firefighting pioneer and founder Conrad Dietrich Magirus
- 160 years of Magirus fire fighting vehicles in Ulm: Innovation in every era
- Ceremony with 500 guests from 45 countries at the Magirus Experience Center in Ulm
- Magirus presents innovative new products: the CORE and FLEX firefighting vehicles
- Start of delivery of the SmartControl - the latest generation of intelligent turntable ladders - and presentation of the MDX as a vision for the future of rescue cages
- Model upgrade of the Dragon NEO airfield firefighting vehicle with automatic driving safety systems and new powerful Cursor 13 Euro 6 engines
- Presentation of the new Magirus Poseidon submersible pump

Ulm - Magirus, the global market leader in fire department turntable ladders, is inviting guests to a ceremony of historic significance. On September 26, 2024, the company will not only celebrate its 160th anniversary, but also the 200th birthday of its visionary founder, Conrad Dietrich Magirus. The celebrations will take place in Ulm, the city where the Magirus success story began.

### **Honoring the lifetime achievements of Conrad Dietrich Magirus**

Conrad Dietrich Magirus was a man who understood the signs of the times. When he founded Magirus in 1864, he had a clear vision: he not only wanted to create innovative products, but also to provide sustainable added value for society through modern fire protection.

Conrad Dietrich was born in Ulm on September 26, 1824. Curiosity, a hunger for knowledge and a thirst for adventure shaped him very early on in his life. In 1851, at the age of 26, he took over his father's stationery and grocery business.

However, the young man did not find fulfillment there. In 1847, he founded the Ulm Volunteer Fire Brigade and was its commander for 33 years - with a few short breaks. Among other things, he is also regarded as the founding father of the German Fire Brigade Association, which was established in 1853 very close to Ulm, in Plochingen. From 1864, exactly 160 years ago, he applied his passion for firefighting and his entrepreneurial spirit to the commercial manufacture of firefighting equipment and subsequently founded the "Feuerwehr-Requisitenfabrik C.D. Magirus".

### **Reminiscence of the legendary "The Bulls" campaign**

Under the motto "The Bulls are back", the event will pay tribute to the legendary era of the Magirus cops from the 1970-80s, among other things. It will bring back memories of the time when these iconic corner bonnets anchored the outstanding quality image of Magirus-Deutz vehicles not only on the roads, but also in the hearts of firefighters.

"This day is more than just a tribute to the past," explains Thomas Hilse, CEO of Magirus. "It is also an occasion to look to the future and to shape the coming chapters of our company history together with our customers, partners and employees."

In addition to honoring Magirus' historical milestones, the event will also offer an outlook on the company's future innovations and developments. Guests and interested parties can look forward to a varied program that will focus on both the tradition and the future of the Magirus brand.

### **Political support required**

In order to ensure long-term profitability, the firefighting industry needs stronger support from customers and politicians. A so-called "price escalation clause" is needed for public tenders in order to minimize inflation risks, demands Magirus CEO Thomas Hilse. In addition - due to the relatively long production times of a fire engine - customers must be more involved in the pre-financing of production through advance payments. "This affects not only Magirus, but the entire industry and requires a rethink in the public sector," says Hilse.

### **Sign of the times: change in procurement**

In Europe and now also in Germany, the centralized procurement of fire fighting vehicles is becoming increasingly important. According to Marc Kuntz, Head of Sales and Customer Service, Magirus is responding to the changing market conditions with the CORE and FLEX products. "Urbanization and the construction of taller buildings are also increasing the demand for intelligent turntable ladders," says Kuntz. "That's why we are now looking forward to the first deliveries of our new SmartControl product generation." The MCX

study will also be presented to the public as a vision for the future of modern turntable ladder rescue cages.

Magirus also has an answer to the steadily growing demand for airfield firefighting vehicles after Corona, in the wake of the renewed increase in travel volume. The company will be presenting guests with an updated version of the Dragon NEO with an automatic driving safety system and new powerful Cursor 13 Euro6 engines. A new range of equipment will also take account of the climatic changes. The starting point is the new Magirus Poseidon submersible pump.

Captions (Copyright Magirus):

Image 1: 160 years of Magirus

Picture 2: 200 years of C. D. Magirus

Picture 3: Past and future: Thomas Hilse, Magirus CEO with C.D. Magirus and Magirus trainees

Picture 4: Tank Pumper Magirus CORE

Picture 5: SmartControl turntable ladder

Picture 6: Magirus DRAGON X6 NEO

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## **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.*

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