PRESS RELEASE

From the “Ulm Ladder” to SmartControl: Magirus Turntable Ladders on Course for a Record Year

- **Global market leader in turntable ladders: 230 deliveries in 2026 represent an increase of 25 per cent on the previous year. 250 deliveries are planned by the end of the year**
- **Growth on track: Orders for 300 turntable ladders expected in 2026. The target of 350 turntable ladders by 2030 is confirmed**
- **Production output significantly increased: lead times halved to twelve months**
- **More than 150 years of innovation history, today with SmartControl: the 200th turntable ladder with intelligent control technology has been delivered**
- **BBG award: Magirus has once again won the Austrian framework agreement for turntable ladders, with a call-off volume of up to 90 million euros**
- **First order from Berlin Fire Brigade for an articulated turntable ladder, type 26/12**

Ulm / Germany – 24 November 2026

A residential building on fire, people at a window on the fourth floor, and little room in a narrow street for responding crews arriving on scene. In moments like these, every movement must be precise, smooth and reliable. This is what Magirus has been developing and building ladders for over 150 years. What began with simple ladders has become a range of highly advanced emergency vehicles, and they remain at the heart of the company. In 2026, the turntable ladder is writing a new chapter. More than 230 turntable ladders will leave the Ulm plant this year, 25 per cent more than in the previous year. Demand clearly exceeds current order intake, lead times have been halved, and Magirus turntable ladders are in demand in many international markets.

The turntable ladder: More than 150 years of German engineering

The history of the turntable ladder is inseparably linked with the name Magirus. In 1873, Conrad Dietrich Magirus received the gold medal at the World Exhibition in Vienna for his "Ulm Ladder", a 14-metre-high extension ladder that could be climbed freestanding and moved while extended. In 1892, the first Magirus turntable ladder followed, still horse-drawn, with a climbing height of 25 metres. In 1904, Magirus set the next milestone: the first turntable ladder in which the vehicle's drive also moved the ladder. Previously, every ladder had been raised and extended by hand.

That pioneering spirit continues. In 1994, Magirus presented the world's first articulated turntable ladder at Interschutz. Its articulated arm reaches windows and balconies past roof overhangs and requires significantly narrower set-up conditions. In 2000, Magirus introduced CS (Computer Stabilised) active vibration damping, which keeps the ladder stable and almost free of vibration. This was followed in 2005 by the telescopic articulated arm, in 2010 by the patented Single Extension system, and in 2012 by an articulated turntable ladder with a working height of 42 metres, at the time the highest in the world.

SmartControl: a turntable ladder that thinks ahead

In 2021, Magirus began the next chapter with SmartControl, a completely redeveloped electrical and electronic system for its turntable ladders. Intelligent assistance functions carry out movements semi- or fully automatically that previously required several separate steps or had to be performed manually and simultaneously by the operator. A single joystick movement can steer the basket in three directions at once, allowing the operator to focus fully on what matters at the scene: saving human lives. Less than two years after the first delivery, the 200th SmartControl turntable ladder was handed over in October 2026.

"From the wooden ladder to SmartControl, one thread runs through our history: we have continually reinvented the turntable ladder. That expertise is built into every vehicle that leaves our plant, and it is the reason fire services around the world trust Magirus," says Martin Mögel, Head of Platform Turntable Ladders at Magirus.

Anyone who operates a Magirus turntable ladder notices the difference at the control station. The ladder responds with precision and sensitivity that few others match. A key factor is vibration damping: the hydraulic system compensates for oscillations, caused by strong wind or sudden movements, within around 20 milliseconds. Behind this lie years of development work, highly specialised production fixtures, decades of experience and genuine craftsmanship.

Improved quality, increased output and halved lead times

With the establishment of a dedicated turntable ladder business unit, consistent lean production and a clear focus on throughput time, Magirus has realigned its production. Lead times have been halved to twelve months. Around seven vehicles now leave the plant every week, 50 per cent more than in the last quarter before the transformation began. No other manufacturer builds special vehicles of this complexity at such a pace.

"Over the past few months, we have shown what is possible with clear processes and a highly motivated team. Through consistent lean principles, with full focus on the production flow at customer takt, moving away from assembly at fixed positions and a disciplined daily problem-solving process, we have significantly increased our productivity. As a dedicated business unit, we bring together expertise and responsibility. That keeps us closer to our customers, lets us take decisions faster and allows us to support them even better," says Martin Mögel.

Sought after around the world

About half of turntable ladder revenue is generated in Germany, Austria and Switzerland. The other half comes from international markets, including Türkiye, Ukraine, Spain, Sweden, Belgium, Czechia, Slovakia, Poland, Italy and the rest of the world. Thanks to targeted sales work, Magirus is strongly represented in many of these markets. The United Arab Emirates and Saudi Arabia are moving into focus as future markets. Closer to home, Magirus has also set a milestone: for the first time, Berlin Fire Brigade has chosen a Magirus articulated turntable ladder, type 26/12, a solution tailored precisely to its specific requirements.

In Austria, Magirus has once again been awarded the framework agreement for turntable ladders by Bundesbeschaffung GmbH (BBG). The five-year agreement includes a call-off value of up to €90 million.

The goal for the coming years is clear: by 2030, Magirus aims to deliver 350 turntable ladders annually and expand its presence in further markets worldwide. “I am proud of what our team has achieved in such a short time. The turntable ladder is the heart of Magirus, and that heart is beating stronger than ever. Demand has never been higher, and we are also winning customers in markets where we have been absent for a long time. With strong partners and a clear plan through to 2030, we will continue this path, so that emergency services around the world can save lives with Magirus," says Martin Mögel.

CAPTIONS (COPYRIGHT MAGIRUS)

Image 1: Magirus SmartControl: precise movements at the control station [Download]
Image 2: The 200th SmartControl turntable ladder, delivered to Czech Republic [Download]
Image 3: The 200th SmartControl turntable ladder, delivered to Czech Republic [Download]
Image 4: Berlin Fire Brigade's first M42L-AS Magirus articulated turntable ladder [Download]
Image 5: The “Ulm Ladder”, first presented in 1872, being brought into position [Download]
Image 6: Main control stand of a Magirus turntable ladder with SmartControl [Download]
Image 7: Magirus SmartControl: precise movements at the main control station [Download]

PRESS/COMPANY CONTACT

Magirus GmbH
Global Marketing & Communications
Graf-Arco-Straße 30
89079 Ulm

EMail: pr@magirus.com

FURTHER CONTACT
Pierre Deraëd
Mobile: +49 151 58011330

ABOUT MAGIRUS

Passion and precision, high-tech and craftsmanship. Since 1864, Magirus has stood for the fusion of innovation and tradition – in the service of those who protect our society. As a systems provider for fire and disaster control as well as Defence & Security, Magirus develops integrated solutions along the entire operational chain – from vehicles to technologies and digital systems – for fire services, emergency organisations, security authorities and all those who bear responsibility for protecting our society and critical infrastructure. The portfolio encompasses a broad spectrum of operational vehicles – from firefighting vehicles and turntable ladders to specialised and tactical vehicle solutions – complemented by digital fleet and mission management systems, robotics solutions, high-performance pumps as well as equipment and comprehensive service offerings. With round about 1,700 employees at sites in Germany, Italy, France, Austria and Switzerland, Magirus maintains a strong international presence.,

SHORT BIO

Martin Mögel, Head of Platform Turntable Ladders, Magirus GmbH
Martin Mögel has been Head of Platform Turntable Ladders at Magirus since August 2025. Previously, he led turntable ladder production as Head of Production and was responsible for the order-based engineering of fire service vehicles as Head of Order Engineering. He has been based at the Ulm site since 2014 and combines more than 15 years of industry experience in sales, engineering and production.
[Download Portrait]