

## **TADANO TO SHOWCASE VISION FOR THE FUTURE OF CRANE TECHNOLOGY AT CES 2025**

**Takamatsu, Japan – October 29, 2024** - Tadano Ltd., a leader in mobile cranes, truck loader cranes, and aerial work platforms, is pleased to announce its participation in CES 2025 in Las Vegas. At this premier event, Tadano will showcase its vision for the future of crane technology and job sites, centered around the theme: "Safety. Every day. Every lift."

The theme "**Safety. Every day. Every lift.**" underscores Tadano's commitment to elevating safety standards across the construction industry by integrating protective measures into every aspect of operations. Tadano focuses on creating advanced systems that enhance safety for all personnel on site, providing tools and support to minimize risks. By blending traditional safety features with innovative enhancements, Tadano aims to foster a culture of continuous safety improvement, enabling teams to anticipate challenges and make informed decisions, ultimately delivering a safety-first experience that meets the evolving needs of modern construction.

"This is a unique opportunity to present Tadano's commitment to innovation and safety," says Mr. Kosaka, General Manager, Tadano Advanced Technology Research Center (Japan). "Tadano will continue to pursue safety for people working on construction sites by leveraging technology to make our equipment more advanced."

Mr. Morita, Executive Vice President, Advanced Technology Research Center (Europe), adds, "We are looking for partners whose technology is crafted in the pursuit of safety and is complementary to the direction of Tadano's future technology."

Visitors to CES 2025 are invited to explore Tadano's exhibit at LVCC, West Hall — Booth 6552, to gain exclusive insights into the company's visionary approach to crane technology and the future of construction job sites.

For more information and continuous updates on Tadano's presence at CES, please visit our dedicated microsite: <https://ces.tadano.com/>. This site will be regularly updated as we get closer to the event.

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## **About the Tadano Group**

Since Tadano developed Japan's first hydraulic truck crane in 1955, the company has grown globally, while constantly striving to implement our Corporate Philosophy of Creation, Contribution, and Cooperation. The Tadano Group delivers our Core Values – Safety, Quality, and Efficiency Based on Compliance (C+SQE) – in each and every one of our products and services.

More information on [www.tadano.com](http://www.tadano.com)