

## REACHING NEW HEIGHTS: TADANO AT BAUMA 2025

WITH EXCITING PRODUCT INNOVATIONS, ELECTRIFYING ADVANCES IN DECARBONIZATION AND DIGITAL SERVICES, TADANO ATTRACTS VISITORS TO BAUMA

In recent years, Tadano has impressively demonstrated that it is always able to break new ground in future-oriented areas - with a product offensive, electrified drives and structural realignments to offer customers even better service. This year's trade fair appearance in Munich shows that this momentum is unabated, and that Tadano is moving into the future with vigor.

The basis of the transformation process is a medium-term management plan up to 2026 with four key core themes:

- **Advancing decarbonization:** Tadano aims to reduce environmental impacts through Green Solutions like electric and hybrid cranes
- **Venture into New Areas:** Tadano's expansion into new markets through strategic acquisitions.
- **Manufacturing Reforms That Leverage Strengths:** optimization of global manufacturing by leveraging regional strengths to improve quality, efficiency and sustainability, and
- **Establishing Footholds to Support Transformation:** development of new processes to support the transformation, with which the company aims to further develop service capacities and address challenges such as labor shortages and the expansion of technical know-how.

This confident transformation is visible to the outside world, among other things, through the revised brand logo, which now exudes significantly more strength with its larger lettering. And the new slogan "Reaching New Heights" reflects the aim of redefining the possibilities in the lifting equipment industry by consistently focusing on innovation, sustainability and customer satisfaction.

## **Presentation of the global product portfolio**

At bauma 2025, Tadano will present its global product range for the first time. "This represents a significant change from previous bauma trade fairs, where our focus was mainly on the EMEAR markets. This expansion of the exhibition reflects both our growth strategy and the successful integration of our acquired brands into the entire Tadano portfolio," explains Toshiaki Ujii, President & CEO, Tadano Ltd., about the new exhibition concept.

What has not changed, however, is that Tadano will once again be presenting products at bauma 2025 that are perfectly tailored to the needs of customers all over the world - such as the brand new **Tadano AC 5.250L-2**, which only came onto the market in February 2025. With this crane, Tadano is adding a convincing variant to the tried-and-tested basic model AC 5.250-2, which significantly expands the application spectrum of this already versatile crane thanks to the main boom extended to 79 meters. The high load moment of up to 736 mt in conjunction with a maximum system length of 109 meters makes this crane an extremely interesting option for many applications in which heavy loads have to be lifted to great heights. And Tadano will also be showing a sensational new development in the field of **lattice boom crawler cranes** at bauma - although without wanting to give away any more at this point: "All I can say is that it is a large CC crane that once again underlines Tadano's claim to technological leadership in this area. I am certainly not promising too much when I say that this crane will be one of the trade fair highlights at this year's bauma," says Andreas Hofmann, Managing Director & Executive Vice President R&D, Tadano Europe.

Tadano is celebrating a premiere at bauma with the first trade fair presentation of **aerial work platforms**, which the company introduced in Europe in January 2025. They expand Tadano's product portfolio with a new lifting technology that can offer customers even more comprehensive solutions from a single source. The takeover of the industry-leading manufacturer Nagano is crucial for this. This brings Tadano one step closer to its goal of becoming the world's number 1 in lifting technology.

## **Expansion in new markets with a diversified product portfolio**

The Tadano Group is generating additional growth impulses through such strategic acquisitions and the resulting diversification of its product portfolio. In this context, in addition to the acquisition of Nagano Industries, the acquisition of Manitex International, a leading provider of truck-mounted cranes, along with its brands PM loader cranes, Oil & Steel aerial work platforms, Valla pick-and-carry cranes, and small electric cranes, further strengthens the portfolio. PM, Oil & Steel, and Valla will showcase a selection of their products in a dedicated booth at bauma (Booth FS 1203/1), located just a few steps away from the Tadano booth. Additionally, visitors to the Tadano booth can look forward to seeing a selection of

newly acquired products on display. Another new acquisition concerns IHI Transport Machinery, the crane and material transport subsidiary of the IHI Corporation. In addition to port and shipyard cranes, its product range includes large luffing cranes for high-rise construction as well as port and offshore cranes, wind turbine cranes, and floating cranes. Tadano remains committed to focusing exclusively on lifting equipment in its growth strategy.

### **Innovative products and solutions drive decarbonization**

Under the motto "Our True Mission: Zero Emissions", the Tadano Group has set itself the goal of reducing the CO2 emissions of its business activities worldwide by 25 percent and those of its products by 35 percent by 2030. In the long term, the company wants to achieve net zero emissions by 2050. Against this background, Tadano is continuing to expand its solutions for environmentally friendly crane operations. This includes the global introduction of the fully electrified EVOLT rough terrain cranes, which began in Japan in 2023 and in North America in 2024. "We are currently fleshing out our plans to introduce these emission-free cranes in Europe and Oceania as an important part of our decarbonization strategy," reports Toshiaki Ujiie. Other milestones on the way to the decarbonized product range are the e-PACK, electric aerial work platforms, hybrid cranes and cranes for offshore wind turbines. The latter enable CO2-free operation during the construction and maintenance of such systems. Accordingly, these products also have a permanent place in the Tadano exhibition at bauma: The eGR-1000XLL-1, newly launched in North America, will be on display there, as well as new models of the AC hybrid cranes that combine diesel-powered mobility with electrified crane operation. After the successful testing of the 70-ton hybrid all-terrain crane presented in 2022 with important customers across Europe, Tadano is continuing to drive the development of this series with great commitment.

### **Strengthening all locations worldwide**

"Our adopted growth strategy is bearing fruit and is ensuring increasing demand for Tadano products worldwide," says Toshiaki Ujiie. In order to meet this demand and at the same time ensure high-quality production, Tadano is optimizing and restructuring its locations in Japan, Germany and the United States. The most important recent investments include the new spare parts center in Lauf for the AC and CC product lines as a critical addition to the already existing spare parts centers in the USA and other regions worldwide. In addition, Tadano has invested in new repair workshops in Zweibrücken, Germany, the USA and Australia in order to further expand global customer service. Tadano is making targeted use of the respective strengths of its international presence. "With these initiatives in line with our 'One Tadano' approach, we are increasing efficiency and ensuring consistent brand quality worldwide," explains Toshiaki Ujiie.

## **Digital services**

To further improve the services it provides to its customers, Tadano also relies on innovative digital tools to optimize fleet management, maintenance and operational efficiency. Business partners now have a variety of apps perfectly tailored to their needs. These include the Tadano Pro app, which offers users a central platform for accessing comprehensive information on Tadano cranes, including data sheets, brochures and presentations. The EVOLT app for owners of Tadano electric rough terrain cranes provides real-time insights into battery status, operating history and travel routes. By providing detailed operating data, the app helps to make the best possible use of crane performance and supports efficient planning. And the Tadano e-Service platform simplifies access to a variety of Tadano services under a single account: customers can use tools such as LiftAPI for performance calculations, HELLO-NET for telematics and the myTadano portal. The platform also offers seamless employee account management, allowing companies to customize access to specific services for their teams.

The eye-catching highlight at bauma 2025, however, will be the AI-driven tool Hey Tadano, which Tadano claims will redefine customer interaction. "This groundbreaking innovation offers a level of accessibility and efficiency that sets a new industry standard. Visitors to the Tadano booth will be among the first to see how this technology enables our customers to interact with Tadano's knowledge and expertise," says Andreas Hofmann.

## **International leadership role in sight**

In summary, this shows that Tadano is very serious about its motto "Reaching New Heights". The transformation process that has been initiated represents a move towards sustainability, innovative product and portfolio development, quality and service strength with a clear focus on maximum customer satisfaction. "We are showing that we are ready to meet the changing requirements in the lifting industry and to take on a leading role worldwide," says Toshiaki Ujiie, underlining Tadano's claim - anyone who wants to see this for themselves should definitely plan a visit to the Tadano stand at bauma 2025.

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## About the Tadano Group

Since developing Japan's first hydraulic truck crane in 1955, Tadano has grown into a global leader in **lifting and access equipment**, supporting businesses in reaching new heights. The company's commitment to **safety, quality, and efficiency based on compliance (C+SQE)** is embedded in every product and service.

Renowned for **reliability, innovation, and performance**, Tadano provides world-class solutions for the construction, energy, and industrial sectors worldwide. A global support network ensures that Tadano equipment delivers in any environment, meeting the highest standards of efficiency and sustainability.

Under its corporate philosophy of "Creation, Contribution, and Cooperation," the Tadano Group strives to contribute to the preservation of the environment and the realization of a sustainable society by maximizing value for stakeholders and engaging in sustainable business activities, with a commitment to pursuing further excellence for the world and the future.

For more information, visit [www.tadano.com](http://www.tadano.com).