

## **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 aimed at providing customers with even better service. This year's trade fair appearance in Munich shows that this momentum remains strong and that Tadano is moving into the future with vigor.

The transformation process is based on a medium-term management plan running until 2026, built around four 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:** Enhancing global manufacturing by leveraging regional advantages to improve quality, efficiency, and sustainability.
- **Establishing footholds to support transformation:** Developing new processes to support the transformation, enabling the company to further expand service capacities and address challenges such as labor shortages and the expansion of technical know-how.

This bold transformation is evident to the outside world, among other things, in the revised brand logo, which now conveys 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 marks a significant shift from previous bauma trade fairs, where our focus was primarily on the EMEAR markets. This expanded exhibition reflects both our growth strategy and the successful integration of our acquired brands into the Tadano portfolio," explains Toshiaki Ujiie, President

& CEO of Tadano Ltd, discussing the company's new exhibition concept. The concept also reflects Tadano's commitment to sustainability: In Munich the company is, for the first time, using booth components with modules made from locally sourced timber and incorporating local processing. The modules are reusable and recyclable and therefore generate significantly less waste. The company's focus when building the booth was on conserving resources—in all areas, from design to materials to reusability — in order to make the greatest possible contribution to sustainability in this area also.

### **Expanded product portfolio thanks to acquisitions**

At this sustainably designed and built trade fair booth, visitors can expect to see a significantly larger product portfolio than ever before thanks to the international acquisition of renowned brands. Tadano is thus celebrating a premiere at bauma with the first trade fair presentation of **hydraulic aerial work platforms**, which the company introduced in Europe in January 2025 and is now also bringing onto the US market. They expand Tadano's product portfolio with new lifting technology, offering customers even more comprehensive solutions from a single source. The acquisition of industry-leading manufacturer Nagano is key to this, bringing Tadano one step closer to its goal of becoming the world's number one in lifting technology. In this context, alongside the acquisition of Nagano Industries, Tadano has also acquired Manitex International, a leading provider of truck-mounted cranes. This acquisition, along with its brands—PM loader cranes, Oil & Steel aerial work platforms, Valla pick-and-carry cranes, and small electric cranes—further strengthens Tadano's 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 from the Tadano booth.

The integration of the Manitex Group into Tadano has been progressing well, with ongoing efforts to streamline operations and enhance customer experience. Tadano is now taking the next step by unifying the former Manitex Group product brands under the Tadano brand.

Manitex, PM, Oil & Steel, and Valla branded products are now unified into the Tadano brand, while the former brand names will be incorporated into the product nomenclature.

This rebranding effort follows Tadano's global branding strategy and will eliminate market uncertainty, strengthen brand recognition, and provide customers with a broader, more competitive range of lifting equipment under one trusted name: Tadano.

Tadano is showcasing a total of six aerial work platforms for the very first time: the new Tadano AS-23MJ and AS-63HD units plus two units from each of the newly integrated Nagano and Oil & Steel brands. A key technical feature of the Tadano AS-23MJ aerial work platform with its

23-meter working height is that it has wheels and all-wheel drive instead of the crawler drive normally used in machines in this series. The same is true of the AS-63HD model, which is in a class of its own in this segment, combining the reach of an aerial work platform with the vertical lifting capacity of an RT scissor lift. The unit can lift weights of up to 1 tonne. By offering this wide range of products for a broad spectrum of requirements in the lifting segment, Tadano aims to have a global presence while also optimally catering for the specific needs of customers at the local level.

Another new acquisition concerns IHI Transport Machinery, the crane and material transport subsidiary of the IHI Corporation. This acquisition is expected to be completed by the end of this year. In addition to port and shipyard cranes, IHI Transport Machinery's includes large luffing cranes for high-rise construction as well as offshore cranes, wind turbine cranes, and floating cranes. Tadano remains committed to focusing exclusively on lifting equipment in its growth strategy.

### **Exciting new additions to classic product range**

Tadano is also using bauma to present a number of stunning new developments in its classic product range. In the **lattice boom crawler crane** segment, for example, it is showcasing the new CC 78.1250-1. This successor to the CC 68.1250-1 sports an array of improvements, including the ability to lift up to 140 tonnes at its maximum hook height of 224.5 meters. Compared to its predecessor, the CC 78.1250-1 is also even more rigorously transport-optimized, is faster to erect, and is equipped with both the IC-1 and IC-1 Remote crane controls. Thanks to its powerful performance characteristics, it is particularly suitable for heavy-lift applications in the wind and infrastructure sectors.

Also on display in Munich will be the brand-new **Tadano AC 5.250L-2**, which was only launched 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. Further exhibits from the AC series include the top-selling AC 7.450-1 and the AC 4.080-1 with e-Pack, as well as the new AC 5.120H-1 hybrid crane (see below).

And because Tadano has long been the undisputed global market leader in rough terrain cranes, this segment will naturally also be on show in Munich—in the form of the GR-1000EX-4 and its electrified counterpart, the eGR-1000XLL. Visitors to bauma will be able to witness these Tadano cranes' superior quality, robustness, and performance first-hand and see for

themselves why they are regarded worldwide as the standard by which all rough-terrain cranes are measured.

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

With the motto "Our True Mission: Zero Emissions," the Tadano Group aims to reduce carbon emissions from its business activities worldwide by 25 percent and from its products by 35 percent by 2030. In the long term, the company strives to achieve net zero emissions by 2050. To this end, Tadano is continuing to expand its solutions for environmentally friendly crane operations. This product segment will have its own dedicated "Green Area" display at the Tadano booth. The company's commitment to decarbonization includes the global introduction of the fully electrified EVOLT rough-terrain cranes, which began in Japan in 2023, and in North America in 2024. Bauma is now hosting the European premiere of one of these cranes, the eGR-1000XLL, following on from the product's earlier release in the USA. "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, the eAA-9MC electric aerial work platforms for indoor areas and sensitive outdoor areas, and cranes for offshore wind turbines. The latter enable carbon-emission-free operation during the construction and maintenance of these systems. Accordingly, these products also have a permanent place in the Tadano exhibition at bauma.

And the Tadano showcase will also feature the company's hybrid concept for AC cranes that combine diesel-powered mobility with electrified crane operation. The 70-tonne hybrid all terrain crane concept presented at bauma 2022 has since been successfully trialed with key customers throughout Europe and is now market-ready. Inspired by this extremely positive customer response, Tadano has continued its development work on this series with great commitment. And now at bauma, it is ready to showcase its prototype AC 5.120H-1 as the next model up and awaited next addition to its series of hybrid cranes. Decarbonization is also an important aspect of Tadano's new acquisitions—as can be seen, for example, from the Valla pick & carry cranes, which are all fully electric.

### **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 well as additional 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 wide range 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 boldly 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.

Tadano is also presenting a 3D job planner at bauma. Scheduled for release from the third quarter of 2025, it will be available for visitors to preview and test at the booth—along with all Tadano's other online tools.

### **All exhibits at a glance**

Tadano has announced that it is heading to Munich with its biggest ever lineup of products and solutions. And that's no exaggeration, as the overview below shows. Visitors can expect to see the following exhibits:

- All Terrain Cranes: AC 7.450-1, AC 250L-2 (new), AC 5.120H-1 (new), AC 4.080-1 with e-Pack
- Lattice Boom Crawler Cranes: CC 78.1250-1 (new)

- Rough-terrain cranes: eGR-1000XLL-1, GR-1000EX-4
- Aerial work platforms: Tadano eAA-9MC, AS-23MJ (AWD), AS-20MC, AS-63HD
- Pick & carry cranes: Valla V60R, V100RX, V130RX
- Spider lift: Oil & Steel Octopus 21
- Truck-mounted aerial work platform: Oil & Steel Snake 2010 H on Iveco
- Truck loader crane: PM 40526 SP

Tadano's entire showcase at bauma revolves around the four core themes of the transformation process outlined at the beginning of this press release. Tadano will be presenting and explaining this process at a dedicated "Reaching New Heights" area of its booth:

- **Advancing decarbonization:** Introduction of electrified solutions, such as fully electric cranes and aerial work platforms or the e-Pack for zero emission crane operations
- **Venture into new areas:** Expansion into new markets through strategic acquisitions, such as Nagano and Manitex
- **Manufacturing reforms that leverage strengths:** Optimization of global manufacturing with new spare parts centers and repair shops in Japan, Europe, Australia, and the USA
- **Establishing footholds to support transformation:** Development of new services and tools, such as the new Tadano service platform or the AI-powered tool Hey Tadano

### Going for international leadership

All in all, Tadano clearly shows that the company 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).