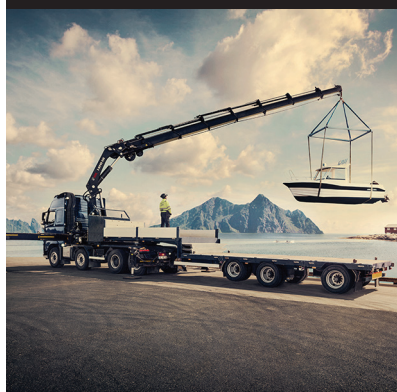




HIAB CELEBRATES 75 YEARS

PIONEERING LOAD HANDLING
TOGETHER WITH OUR CUSTOMERS



HIAB CELEBRATES GENERATIONS OF INNOVATION

2019 is a milestone anniversary for Hiab. For three-quarters of a century, we have been there, working with customers to find new solutions to their challenges. In doing so, we have reshaped the load handling industry over and over again.

The story starts in 1944, deep in the forests of Sweden. Looking for a solution to simplify loading and unloading of wood, a ski manufacturer named Eric Sundin designed a hydraulic crane that cleverly used the truck's engine for power. Seeing the potential of this new invention, Sundin starts Hydrauliska Industri AB. His innovation would soon change how load handling was done all over the world, and his business would ultimately become known by its initials: HIAB.

70 years of MULTILIFT

At around the same time, two brothers named Terho from Raisio in neighbouring Finland were looking for a smarter, more efficient way to transport timber in their truck. Their solution was the world's first cable-operated, demountable platform loader. In 1949, they started a company to sell this innovation, which paved the way for MULTILIFT – a name that today is still synonymous with pioneering technology for skiploaders and hooklifts.



HIVISION™ ENSURES COMFORT AND SAFETY IN THE FORESTS OF SWEDEN

Based in Karlstad, Sweden, Kjell & Aste Larsson Åkeri is a transport company working in the often challenging forestry industry. "Our customers have high demands," explains Mattias Johansson, a crane operator for Kjell & Aste Larsson. "We have to deliver on time, and it's important that we have reliable equipment that won't be standing still in our workshop."

For much of the year, the unforgiving climate of Sweden's forests puts extra demands on Kjell & Aste Larsson's drivers, who work with limited sunlight through tough rain or snow. To meet those challenges, the company has long relied on LOGLIFT cranes from Hiab. It is also why they became early adopters of HiVision™, Hiab's revolutionary camera-based system that allows operators to control

1940s – 1950s



The Hiab story begins when Erik Sundin invents a hydraulic crane powered by a truck engine.



The Terho brothers patent the world's first demountable cargo system, paving the way for MULTILIFT.



Swedish company Z-Lyften, which will become ZEPRO, works on development of tail lift technology.

the crane from inside the truck cabin using a virtual reality (VR) headset.

“The biggest advantage is that you don’t need to go out to operate the crane in poor weather conditions,” Johansson says. “We just switch seats and start loading – it’s very comfortable.”

“When it’s night out, we don’t need work light,” adds operator Sophie Tjus Ekström. “You don’t even notice how dark it’s gotten until you remove the VR glasses.”

Above all, HiVision™ has meant greater peace of mind. “It has given us a safer working environment,” concludes Johansson. “I feel good knowing our operators won’t have to battle snow or slip on ice – I know they are safe inside the cabin.”



LOGLIFT AND HIAB DRIVE BUSINESS FOR JAPAN’S AMERICA YA



Based in Koriyama, Japan, America Ya is a provider of timber and forestry transport solutions. After nearly 60 years in operation, they have seen many changes in the industry, and therefore understand the importance of flexibility and reliability. That’s why the company uses Hiab equipment.

“HiVision™ enables safe and comfortable crane operation from inside the truck cabin.”

Ensuring that degree of safety is critical to the way America Ya does business. “We have been proud of our safe work with no serious accidents, and HIAB cranes have helped us with proper operation,” Suzuki says. “When I can load and unload the cargo very tidily and neatly, I feel happy. Safety and durability are important, and Hiab offers that.”

“Hiab is the world’s leading provider,” says Kinichi Suzuki, the second generation leader of America Ya. “Even in times of competition, they have survived and succeeded. That’s why I trust in Hiab.”

In addition to 8 trucks equipped with HIAB and LOGLIFT cranes, America Ya has also invested in HiVision™ for their operators. “During winter there is a risk of slipping when climbing up and down from the high seat, and crane operation from a top seat on a cold winter or hot summer day is tough,” Suzuki explains.



1960s – 1970s



Hiab introduces the first HIAB Napoleon knuckle-boom, a lightweight crane that enables more load capacity.



JONSERED’s innovative Z-cranes create new opportunities for the timber industry.



HIAB’s hexagonal boom makes it possible to boost payload with a lightweight, sturdy crane.



MOFFETT E-SERIES REDUCES OPERATION COSTS AND ENVIRONMENTAL IMPACT

Founded in Chester, England in 1991, Pets at Home has become the United Kingdom's largest pet supplies retailer, with over 400 stores all around the country. The scope of the business entails an extensive delivery operation to support numerous locations on a daily basis.

For much of the company's history, Pets at Home has exclusively used MOFFETT truck mounted forklifts for unloading cargo at their stores. The company recently ordered a new fleet of MOFFETT E-series forklifts, an industry-first technology powered by lithium-ion batteries.

"Our drivers were very sceptical initially," says Steve Travis, the transport manager for Pets at Home. "They tested the equipment to the limits, and now they are very confident in its abilities to meet the demands of their day-to-day working environment."

In addition to providing the reliability they need, the zero-emission E-series offered a number of other advantages. "The E4 truck reduces our carbon footprint and minimises the impact of our night time deliveries due



to very low noise levels," Travis explains. "That provides us the opportunity to enhance our out-of-hours service, significantly improving operating costs, while at the same time minimising the environmental impact to our neighbours. It's a win-win scenario!"

CONNECTED TODAY. EMPOWERED FOR TOMORROW.

For years, Hiab has been leading the way in the development of new connectivity solutions for load handling. Today most Hiab equipment arrives from the factory connectivity-ready, allowing customers to stay ahead with solutions like Hiab HiConnect™. With real-time insight into entire fleets, HiConnect™ makes it easier than ever for businesses to boost performance along with safety, sustainability and reliability.



1980s – 1990s



MULTILIFT's Z hooklifts enable greater performance with more flexibility than previous generations.



JONSERED & LOGLIFT pioneer a new standard of safety with the first mounted cabin for timber cranes.



HIAB debuts the electronic SPACE intelligence system to assist operators in steering their cranes.

GENERATIONS OF PERFORMANCE WITH HIAB LOADER CRANES

Maria Öhman, a crane operator with more than 30 years of experience, is part of a unique family. Her husband as well as all three of her daughters are crane operators – and all five of them share a devotion to HIAB equipment. As Maria puts it, “HIAB was probably my first love.”

Maria’s daughters Malin, Lotta and Sofia credit their mother for sharing her passion for her work. “It’s probably inherited,”



says Sofia. “And now my two-year-old son loves to tag along with me, so it’ll probably be passed on to him too!”

“They’re incredibly skilled, all of them,” Andreas, Maria’s husband, says of the younger generation. “I’m very proud of the family.”

The five of them have a vast amount of experience, with hours upon hours of operation time under their belts. As a result, they are well qualified to evaluate different types of equipment. “I drive a HIAB X-HiPro 262 EP5,” says Andreas. “It’s really gentle, it moves smoothly, it’s fast. Customers are really impressed when you drive a crane like this.”

Maria agrees with Andreas, and though she had worked with other equipment, HIAB has always been the clear choice for her. “Comparing cranes and their precision is so important,” she says. “That’s the difference with HIAB: it’s so precise and goes exactly where I want. Now that I get to drive a HIAB again, I’m so happy about it!”

PROCARE™ KEEPS BUSINESSES RUNNING ACROSS THE UK



Hiab ProCare™ service agreements are flexible contracts designed to secure safe operation and maximum uptime. The Total Repair & Maintenance (R&M) level covers everything customers need – at one fixed cost. That peace of mind and financial confidence is

why major companies around the UK have chosen Total R&M contracts with Hiab Service.

“Right now, the industry is under pressure price-wise,” explains Paul Sexton, managing director for Lawsons, the largest independent supplier of building materials in South East England. “We have to be confident of our equipment operating and having very little downtime. Hiab delivers that for us.”

For Travis Perkins, a home improvement retailer, an equally important benefit is the assurance of qualified support. “We know what we’re going to get,” says Karl Wilshar, head of Travis Perkins’ fleet. “We can control the risk, and obviously the key thing is safety. We want the right people touching the equipment, who are well trained and can support it.”

Martin Reeve, a fleet engineer with logistics company Wincanton explains why the fast response they get with ProCare is also crucial to their business. “If the vehicles are off the road, we don’t have a revenue stream,” he says. “We’ve had occasions with other manufacturers where we’ve not been able to get the response in time. Hiab provides us with fast service that we would struggle to get elsewhere.”

2000s



MULTILIFT performance functions enhance hooklifts and skiploaders with faster tipping and lowering.



MOFFETT Ground Mount increases safety and control when dismounting truck mounted forklifts.



Computer-controlled movement improves the functionality and motion capabilities of tail lifts.



25 YEARS OF CONQUERING TOUGH TERRAIN WITH ZEPRO

Bichler GmbH is a family-run transport company based in Rohrbach, Austria. From a humble beginning in 1947, Bichler has grown into an operation with 140 employees and a fleet of more than 70 trucks.

Austria's topography creates unique challenges for transport vehicles, and Bichler's business depends on equipment that can handle the country's roads. "We have many mountain roads, salted and treated with gravel, creating tough conditions," explains Manfred Bichler, the third-generation leader of the company.

For over a quarter of a century, Bichler has outfitted their fleet with galvanized ZEPRO tail lifts. Thanks to Hiab's dependable design, the ZEPRO technology has been able to meet the challenge of Austria's tough terrain. "The tail lifts are stable and reliable, which means virtually no downtime and very low maintenance costs," says Bichler.

"We use ZEPRO tail lifts because they never let us down," adds Christoph Mairhofer, who manages maintenance for Bichler's fleet. "Minimal downtime with long service intervals gives us an advantage over our competitors in terms of being able to plan our routes."

Mairhofer also notes that access to Hiab's service offering has been a big benefit to Bichler's operation. Being able to work together with trained Hiab service technicians and the fast availability of spare parts has helped keep the company's fleet on the road.



DELIVER AS PROMISED WITH HIAB SERVICES

When you invest in Hiab equipment, you invest in quality performance to safely and efficiently fulfill your commitments to your customers – every single day.

With Hiab Services, we are here for you throughout your equipment lifecycle, giving the uptime and reliability you need to deliver as promised. From the moment of installation, we can ensure that your Hiab equipment keeps its original performance, always delivering to your expectations.

With the latest tools, connectivity and a wide network of experts, we support you whenever and wherever you need us. So you can sleep well at night – every single night.

Discover the true potential of your equipment and boost your business by taking advantage of the four areas of Hiab Services:

- Lifecycle Services
- Original Parts
- Connected Services
- Financial Services

2010s



HIAB ePTO & MOFFETT E-Series bring new electric, sustainable solutions to the load-handling industry.



MULTILIFT COMMANDER creates new possibilities to move ISO containers with a hooklift.



HIAB's VSLPlus & CTC safety features allow operators of all skill levels to steer cranes with total precision.

TAKING CONTROL TO NEW LEVELS

When it comes to steering cranes, Hiab has long been the industry pioneer with HiPro: the market's most advanced remote control technology. In recent years, we have taken this technology to new levels with innovative features like CTC – Crane Tip Control. This revolutionary software makes it possible to perform motions that used to require simultaneous control of three operations with just one lever. As a result, even beginning operators can steer the crane with the precision of an experienced pro, giving you improved productivity and greater peace of mind.



MULTILIFT PROVIDES A PERFECT FIT FOR CUSTOMERS IN ISRAEL

Founded in 1985, HYDCO Givati provides transport equipment to a variety of private companies and government entities in Israel and the Palestinian National Authority. Today they have more than 60 employees, working out of workshop that can house up to 22 trucks at any given time for service or installations.

A long-time distributor of HIAB cranes, HYDCO Givati also began working with MULTILIFT products in 2015.



It has been a successful partnership, and HYDCO Givati has particularly valued Hiab's ability to analyse customers' specific issues and recommend solutions tailored to their challenges.

"The variety of solutions that Hiab can offer us is important," says Tomer Givati, the Vice President of HYDCO Givati. "But they also help us find the best solution rather than simply pointing the customer in one direction just because 'this is what we have.'"

HYDCO Givati recently worked with a demolition company that needed an efficient solution for handling containers for building waste. They felt their existing hooklift solution was too long and clumsy, so Hiab recommended a MULTILIFT skiploader – a technology that was previously untested in Israel. The skiploader gave the customer much greater precision to place containers exactly where they wanted them.

The customer also appreciated Hiab's SkipTop system, which automatically covers the container in under a minute. This saved them significant time compared to the manual process, enabling increased productivity.

"The skiploader was exactly the solution the customer was looking for," says Givati. "It offered better maneuverability with the customer's short trucks, and above all, it meant they had something special in the Israeli market."

... AND BEYOND



With HiConnect™ & connectivity-ready equipment, Hiab continues to pioneer the future of load handling.



Camera-guided HiVision™ control takes MULTILIFT hooklifts and skiploaders to the next level.



Hiab ProCare™ ensures total peace of mind from a worldwide network of service support and expertise.

WE'RE JUST **GETTING STARTED**

Since 1944, Hiab has been proud to work alongside our customers, responding to each challenge with innovation after innovation. Our driving force has always been to bring new value to your operations – and in doing so, reshape the entire industry.

Yet, while we honour this history, we're not interested in looking backwards. We will continue to pioneer the future of on-road load handling for another 75 years. From high-performing equipment and reliable support, to advanced technology that boosts safety and sustainability, we're just getting started.

Join us as we push the boundaries of load handling once again. The future starts today.



BUILT TO PERFORM

Hiab is the world's leading provider of on-road load handling equipment, intelligent services, smart and connected solutions. Hiab's class-leading load handling equipment includes HIAB, EFFER and ARGOS loader cranes, LOGLIFT and JONSERED forestry and recycling cranes, MOFFETT and PRINCETON truck mounted forklifts, MULTILIFT skiploaders and hooklifts, and tail lifts under the ZEPRO, DEL, and WALTICO brands. As the industry pioneer and with a proud 75 year history, Hiab is committed to be the preferred partner and solution provider to its customers and shape the future of intelligent load handling.

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