

Unique trade fair experience at Liebherr at Bauma 2016: "Be Part of Something Bigger"

- The 14,000 m² exhibition stand in the outdoor area exhibits over 60 construction machines, including 20 global premieres
- Latest developments in drive and control technology in Hall A4, Stand 213, including five global premières
- Special highlights at the "Liebherr Plaza" in front of the outdoor pavilion

Munich (Germany), 11 April 2016 – At Bauma 2016 the Liebherr Group presents itself under the motto "Be Part of Something Bigger". A special type of trade fair experience is reflected here. On an exhibition area of over 14,000 m², more than 60 construction machines, as well as a variety of other attractions, await visitors from all over the world.

At Bauma 2016 from 11 - 17 April, Liebherr will once again present numerous product innovations and further developments from all areas of the extensive portfolio of construction machines, mobile and crawler cranes, material handling technology, mining, as well as components.

Liebherr presents over 60 construction machine exhibits in the outdoor area (Stand 809-813), including 20 global premieres. In the area of cranes, the exhibits include the 8-axle mobile crane LTM 1450-8.1, the crawler crane LR 1100 and the high-strength fibre rope for hoisting applications. Some of the global innovations for earthmoving include in particular the new wheel loader from the middle series and new crawler tractors. The material handler LH 26 is showcased at Bauma 2016 for the first time with an electric drive.

In Hall A4 (Stand 213), Liebherr presents the latest developments from the areas of mechanical, hydraulic and electric drive and control technology. This special stand for components also offers global premieres - including the in-house developed energy storage system "Liduro" and the Liebherr SCRFilter as an exhaust gas treatment system for stage V diesel engines.

The "Liebherr Plaza" in front of the large pavilion in the outdoor area is once again reserved for particularly impressive product highlights. There the visitor sees more global premieres: The material handler LH 110 C HR is designed for loads up to 10 tonnes with a reach of 20 m. The LRH 600 piling rig with the new hydraulic free-fall hammer H10L is an impressive large machine for the world of special civil engineering. The 200-tonne crawler excavator R 9200 and the 70-tonne crawler tractor PR 776 are also unveiled to the public here for the first time. Also in 2016 the large machine parade at the Liebherr Plaza is again rounded off by a Liebherr large mining truck: Similar to 2013, the T 264 is a very special show-stopper for Bauma visitors and offers an ideal selfie background with its 3.6 m high tyres.

"Be Part of Something Bigger": Guiding principle for campaigns at the Liebherr stand

Numerous events accompany the trade fair appearance of the Liebherr Group at Bauma 2016: On Tuesday, 12 April, there is a match between the German and Austrian national table tennis teams who are sponsored by Liebherr. The venue for the competition is special: The 130 m³ pit of the T 264 mining truck. The "Match in the Pit" is transmitted live on screens at the outdoor stand.

All visitors to the exhibition stand have the option to leave their individual feedback on their stand visit as part of the "Post-it campaign". A new overall motif in the form of a Liebherr machine is created from the experiences noted on the stickers on each Bauma day.

With a selfie posting campaign visitors can report that they visited the Liebherr stand at Bauma and in this sense have become "Part of Something Bigger". Corresponding selfies must only be posted on Instagram, Twitter or Facebook using the hashtag #LiebherrBauma. The feeds are displayed within the framework of a social wall on three large LED screens at the exhibition stand, as well as on www.liebherr-bauma.com.

Each day the Bauma microsite of Liebherr offers an up-to-date video magazine with the daily highlights, in addition to a variety of information on the exhibits. The Bauma app

from Liebherr, which is available for Android, iOS and Windows operating systems, provides additional digital support for the trade fair visitors.

Captions

liebherr-bauma-2013.jpg

With the motto "Be Part of Something Bigger", the Liebherr Group invites visitors from all over the world to be part of its unique trade fair appearance at Bauma 2016

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