

“Be Part of Something Bigger”: Liebherr enjoys success at Bauma 2016

Munich (Germany), 17 April 2016 – From 11 to 17 April Liebherr was represented at Bauma 2016 with over 100 products, an outdoor exhibition stand, a stand for the components division in Hall A4 and a career stand in Hall B0. During the trade fair week, the Group invited visitors to take part in several activities under the motto “Be Part of Something Bigger”, and thus become part of this top-class event.

“Bauma 2016 was an absolute success for Liebherr. With this year’s appearance we were once again able to show our innovative strength, performance and technological diversity to a very large and international visitors from the industry. We conducted interesting discussions with numerous customers and partners from various countries and discussed new projects”, reports Stefan Heissler, Member of the Board of Directors of the Liebherr Group.

Liebherr showcased over 100 exhibits from the areas of construction machines, mining equipment and components at the trade fair. “Our customers showed keen interest in our and we received several orders from diverse markets. Our expectations were even exceeded in some areas”, is how Heissler sums up the positive experience for Liebherr at Bauma 2016.

New products and exciting activities at the stand

From 11 to 17 April customers and visitors not only had the opportunity to obtain information about products, innovations and trends in the construction machinery industry. Exciting activities also generated lots of excitement and enthusiasm: A “Social Wall” was created on three LED screens: Visitors had the option to take selfies at the stand and post them on Twitter, Facebook and Instagram using the hashtag #LiebherrBauma. The posts were then displayed on the Social Wall and are also online at www.liebherr-bauma.com. This also allowed Liebherr fans at home to send greetings to Bauma. Thus everyone became “Part of Something Bigger” – Bauma guests and fans worldwide. Visitors were also encouraged to write their feedback on “Liebherr at

Bauma” on coloured post-its. The post-its were gradually added to a board and in the end formed a motif of a Liebherr machine.

A highlight event on 12 April was the table tennis match between the men’s national teams from Germany and Austria. The match was played in the 130 cubic metre dump body of the T 264 mining truck. The top German players Timo Boll and Patrick Franziska with their trainer Jörg Roßkopf faced Austria’s singles world champion from 2003, Werner Schlager, and the reigning Team Europe champions Chen Weixing and Stefan Fegerl. The “Match in the Mining Truck” was moderated by ZDF sports commentator Norbert König.

The grand finale of this year’s Bauma was the legendary “final honking” between all the machines on the exhibition grounds. Following a construction period of six months and a week-long trade fair, on Monday Liebherr starts to dismantle the massive outdoor stand, the components stand in Hall A4 and the career stand in Hall B0.

Captions

liebherr-messestand-bauma-2016.jpg

The stand of the Liebherr Group at Bauma 2016

liebherr-aktionen-bauma-2016.jpg

Under the motto „Be Part of Something Bigger“ Liebherr invited visitors to participate in various exciting activities and thus become part of this top-class event.

Liebherr-mining-bagger-bauma-2016.jpg

Everywhere on the Liebherr stand products were presented to visitors – for example, the R 9200 mining excavator

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