

## THE PALFINGER BRAND

### THE BRAND ESSENCE

LIFETIME EXCELLENCE is our promise. Our key message. Our brand essence. For our customers this means: First-class performance without compromise. Reliable and profitable lifting, loading and handling solutions within a global network of skilled and competent service partners – and this, a product's life long.

Professionals need product solutions with an excellent life-cycle performance. A high current market value, shorter downtimes and long-lasting components result in an excellent cost balance.

Significant reasons why our customers invest in a PALFINGER product. They know that in the long-term, in addition to excellent performance, they are getting the most reasonably priced and most efficient product solution.



## THE BRAND VALUES

### HiPerformance

PALFINGER products promote maximum productivity. Innovative and trailblazing developments offer superior added-value with outstanding profitability.

HiPerformance = Peak Performance + Leading Innovations + Intelligent Systems

### HiClass

The best in the industry rely on PALFINGER's premium products. They fill their owners with pride. Our innovative product solutions shine by virtue of functional product design. As a result, PALFINGER is the industry's solution expert. The competent partner for professional users.

HiClass = Only the Best + Functional Design + Partner for Professionals

### HiTouch

PALFINGER offers a close-knit, global, competent service network. Stability and strength are the trademarks of the PALFINGER brand's global presence. Handshake quality – the PALFINGER name guarantees this. Local roots ensure understanding of regional customer requirements. Directly in touch with the market and in partnership with our users.

HiTouch = Service Champion + High Touch and Feel + Global Local Player

LIFETIME EXCELLENCE is an ethic practised at PALFINGER and is more than just a slogan. It represents the company's whole philosophy: Developing technically mature product solutions which prove superlative in use therefore providing professionals with the best possible support - the product's whole life long.