

Magirus will not participate in Interschutz 2022 to focus on a dedicated product roadshow

Brand continues support of humanitarian actions for fire fighters in Ukraine.

Ulm, 16 March 2022

After careful consideration, Magirus has decided not to participate in the Interschutz 2022 exhibition and to allocate part of the planned investment to charitable initiatives in support of firefighters in the Ukrainian conflict.

After two long years marked by the global pandemic, which has deeply depressed the business environment, the brand was already focusing its resources on the development of its "Next Generation Firefighting" portfolio. Now, the unexpected war in Ukraine is further impacting the whole automotive and firefighting industry. Issues ranging from chassis supply to logistics challenges and very significant cost increase acceleration require Magirus to take an even more decisive step in focusing on core activities: developing the best firefighting products and services to "serve heroes".

The brand will continue its marketing efforts for the entire product portfolio through plans to conduct an innovative roadshow, to participate at the September IAA Transportation event in Hannover and to host an in-house Magirus fair in the latter part of the year at its historical location in Ulm, Germany.

Additionally, in light of the ongoing international crisis, the priority calling for everybody's attention right now, Magirus has already donated two turntable ladders to firefighters in Ukraine and has decided to use part of the planned Interschutz investment where it can make an immediate positive impact, contributing to the German Fire Services Association's charitable initiative in support of Ukraine.

Magirus remains more committed than ever to its clients, dealers, suppliers, and all its stakeholders and will start planning right away to find new direct and effective ways to engage with them on an ongoing basis.

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Captions (Copyright Magirus):

Image 1: Magirus focuses on Next Generation Firefighting portfolio

Image 2: The Next Generation of Turntable Ladders with Magirus SmartControl

Image 3: Handover of two Magirus turntable ladders donated to support Ukrainian firefighters

Links:

Video: Magirus turntable ladders in Ukraine

https://www.magirusgroup.com/de/fileadmin/resources/videos/2022-03-16_Magirus_PR_Annoucement_Interschutz_Ukraine_Video_red.mp4

Magirus

Passion and precision, high-tech and craftsmanship. Since 1864 Magirus has stood for the combination of innovation and tradition - in the sense of firefighters around the world. With a comprehensive range of modern and most reliable firefighting vehicles, turntable ladders, rescue and logistics vehicles, special solutions, pumps and portable pumps Magirus is one of the largest and most technologically leading providers of firefighting and disaster control technology worldwide.

Magirus is a brand of Iveco Group, a global automotive leader active in the Commercial & Specialty Vehicles, Powertrain, and related Financial Services arenas.

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