Magirus firefighting

Company presentation
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1) Magirus within CNH Industrial
CNH Industrial

Product Range

- Agricultural Equipment
- Construction Equipment
- Commercial Vehicles
- Specialty Vehicles
- Powertrain

THE WORLD’S THIRD LARGEST INDUSTRY GROUP FOR INVESTMENT GOODS
CNH Industrial

Product Range

Trucks
Buses
Firefighting
Crawler Excavators

Wheel Loaders
Combines
Tractors
Engines and Transmissions
CNH Industrial

Key Figures 2013

1 group
12 brands
48 R&D Centers
62 plants
190 national markets

71,192 employees
6,300 individuals dedicated to innovation
7,710 active patents owned
€ 934 million invested in R&D

€9 million invested in training
€1,985 million trading profit
€25,778 million revenues
€6,300 million total available liquidity
2) Magirus Facts & Figures
Magirus

Firefighting Excellence – from tradition to innovation

- Design & development, production and worldwide sales of firefighting vehicles
- Complete product range from 2.8 to 52 tons GVW
- All from one supplier: chassis, cabin and superstructure
- Technology leadership in various sectors
- Global market leader of turntable ladders
- Sales into more than 130 countries all over the world
Our **Mission** is to develop and build the best firefighting equipment in the world

**Serving Heroes:** To give fire fighters the ideal support for facing all their challenges and provide them with the best equipment possible is our philosophy
Magirus Facts and Figures

Turnover

2011
- Europe: 65%
- BRIC: 27%
- Export: 8%

2012
- Europe: 56%
- BRIC: 34%
- Export: 10%

2013
- Europe: 61%
- BRIC: 20%
- Export: 19%
Serving Heroes Since 1864

Image video (1:49 min)

YouTube Video
https://www.youtube.com/watch?v=oG896ZXLsFA
3) Magirus History
Magirus History

Conrad Dietrich Magirus – Our Founder – The man who still drives Magirus today

- Born in Ulm on September 26th in 1824 † Ulm, 26th June 1895
- Establisher and commander of the voluntary fire department of the city of Ulm
- Establishment of MAGIRUS in 1864 and development of numerous forward-looking/progressive designs
- Initiator of the German Fire Services Association
Magirus History
Video of Conrad Dietrich Magirus

YouTube Video
https://www.youtube.com/watch?v=rWJ4urwyFC0
In 1872 Magirus presented the “Ulmer ladder“ with a climbing height of up to 14 m. It was able to be scaled when free-standing and driven when extended. Gold Medal winner at the Vienna World Exhibition 1873.
MAGIRUS - History

Overview

1864
Company founded by Conrad Dietrich Magirus in ULM-Germany

1936
Merge with Klöckner Humbolt Deutz (KHD)

1975
KHD is one of the founders of Iveco

1980
KHD/Iveco split and Magirus-Deutz becomes Iveco Magirus AG

1992
Acquisition of Baribbi Brescia-Italy

1997
Acquisition of Lohr Kainbach-Austria

1997
Acquisition of Camiva Chambery-France

2013
Opening of Excellence Center in Ulm

2013

2014
150 YEARS MAGIRUS
Magirus History
Our Innovation

- Company founded by C.D. Magirus
- First firepumps.
- "Ulmer ladder"
- First steal ladder set for turntable ladders
- First air crash tenders 8x8
- World's highest turntable ladder (52m)
- First computer controlled Turn table ladder
- AuFire- first aluminium composition
- Articulated turntable ladder DLK 23-12 GL CC
- 1864
- 1872
- 1903
- 1931
- 1951
- 1972
- 1986
- 1988
- 1994
Magirus History
Our Innovation

First multiple function vehicles “Multistar”

World’s first turntable ladder with telescopic articulated arm DLK 23-12 GL-TCS

New Innovative and patented single extension technology for articulated turntable ladders

World’s highest articulated ladder M42L-AS

Super Impact for Airport firefighting

AirCore, Rescue Loader, New Crew Cab
4) Product Range
We have profound experience in:

- Aerial Rescue vehicles
- Airport Rescue / Special FF Vehicles
- Standard FF vehicles
- FF Components / Fire pumps
Magirus as a Bodybuilder

Construction is possible for all types of chassis
Magirus - Full Liner Product Portfolio

AERIALS
Most complete range in ladders (from 27 to 60 m)

STANDARD
One of the three worlds major Players

ARFF / SPECIAL
One of the three worlds major Players
Magirus Aerials

Widest and most complete range of turntable ladders worldwide

First ladder over 60 m

Standard Ladders

Articulated Ladders

World highest articulated ladder

23
AluFire 3
Tank Pumper lay-out

1. AluFire3 – Superstructure
2. Fire pump
3. Foam mixing system
4. Light mast
5. Fast intervention hose reel
6. Water/ foam tank
7. Water/ foam monitor
Tank Pumpers
The right solution for every intervention

<table>
<thead>
<tr>
<th></th>
<th>Light</th>
<th>Medium</th>
<th>Heavy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Axles</td>
<td>2 axle’s</td>
<td>2 axle’s</td>
<td>2 – 4 axle’s</td>
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<tr>
<td>Weight</td>
<td>4 - 8 t</td>
<td>8 - 18 t</td>
<td>18 - 40 t</td>
</tr>
<tr>
<td>Size of tank</td>
<td>&lt; 1.500 l</td>
<td>1.000 – 6.000 l</td>
<td>4.000 – 18.000 l</td>
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<tr>
<td>Cab version</td>
<td>1+2, 1+5, 1+8</td>
<td>1+2, 1+5, 1+8</td>
<td>1+2, 1+5, 1+8</td>
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<tr>
<td>Pump</td>
<td>800 – 1.500 l/min</td>
<td>1000 – 4.500 l/min</td>
<td>3000 – 18.000 l/min</td>
</tr>
</tbody>
</table>
Rescue Vehicles
A Rolling “Service Station”

- Special equipment for technical assistance e.g.
- Electric generator, cable winch, hydraulic spreader, cutting tool
Forest FF Vehicle

- EuroCargo or Daily chassis
  - Light, medium, heavy
- All wheel drive
- Tank max 4000 l + foam
- Self protection system
Multistar
All-in-one Vehicles for multi-purpose missions

Flexible in individualization

Aerial appliance + Rescue application
or
Tank pumper application
Magirus ARFF

Impact

- Compact and highly effective concept based on a commercial chassis
- with special features with customized body design
- covering typically lower and middle category airports

4x4 6x6
Magirus ARFF

Super Impact

- Compact and highly effective concept with NFPA compliant performances based on a commercial chassis with very specific modifications with customized body design covering typically middle category airports and offering unique performances in its range.
Magirus ARFF
Dragon

- Completely new, highest performance and in-house developed product range for ARFF use
- Modular chassis and body design with outstanding performances
- Covering the complete requirements that can appear on an airport worldwide.
Magirus After Sales
Reliable Partner

- Network of skilled service stations area-wide
- Field service worldwide-servicing and repairs
- Spare parts service worldwide
- Attendance and vehicle maintenance
Fire-Fighter Academy
A academy for fire fighters

Training and education for our customers:

- Real fire training – Hot & Fire Training
- Location trainings in turntable ladder tactics
- Safe driving training
- Technology training
5) Magirus International
Magirus Germany

Ulm – Excellence Center for fire protection technologies on 300,000 m²

All knowledge and services in one place:

• Engineering and Product development
• Manufacturing (turntable ladders and firefighting vehicles)
• Sales and order management
• Marketing
• Customer Experience Center
• Purchasing and logistics
• Customer service and Fire Fighter Academy
Magirus Italy

Brescia

- The Brescia site produces in particular airport firefighting vehicles, special firefighting vehicles and forest firefighting vehicles
Magirus Austria
Graz (Kainbach)

- In Graz plant: Production of vehicles for Austrian, South Tirol and Conterminal European markets.
- Besides manufacturing this site offers all customer relevant business fields such as sales, service, handover, quality control and order management.
Magirus France
Chambéry - New Pôle d'Excellence

- Magirus Camiva: competence center for firefighting vehicles in Chambéry
  - In construction until end 2014
- 12,200 m² Center (4,465 m² is roofed) offers customers in France not only the possibility to individualize design, but also to test the vehicles themselves on location
- Sales, After-Sales and Customer Service
6) Magirus Experience Center
Magirus Experience Center

Touch points

- Showroom
- Fan Shop
- Equipment exhibition area
- Prayer room
- Handover area
- Production Guided tours
- Convention room
- Museum
6) Conrad Dietrich Magirus Award
Conrad Dietrich Magirus Award

www.world-of-firefighters.com

- Internet-Community by firefighters for firefighters
- All detailed information regarding the C. D. Magirus Award
- Forum, stories and background information
- Facebook interaction
Conrad Dietrich Magirus Award

www.world-of-firefighters.com

„We want to support the awareness of the high and selfless efforts of the firefighters, whose services we all take for granted.“

Antonio Benedetti
CEO Magirus GmbH
“An award for the hidden work…”

Ralf Ackermann
Vicepresident DFV
Winner in 2012

Firebrigade Detmold, Germany
Winner 2013
Firebrigade Palermo, Italy
Conrad Dietrich Magirus Award

(Video)

YouTube Video
https://www.youtube.com/watch?v=t9DGSUHX8Nc
Thank you!
Firefighting Experience

Since 1864

Magirus offers tradition and long-term experience in the construction of firefighting vehicles