NEWS RELEASE

November 3, 2015



**Manitowoc takes part in success of first CONEXPO Latin America**

With nearly 33,000 attendees, the inaugural edition of CONEXPO Latin America was considered a big achievement by organizers and an important triumph underlining the region’s strength.

“The successful first edition of CONEXPO Latin America proves the growing importance of the region for Manitowoc and the general construction equipment industry,” said Cristian Galaz, Manitowoc’s vice president of sales in South America.

Prominently located in a central area of the exhibition, Manitowoc’s booth welcomed hundreds of visitors, many of whom had a chance to experience first-hand two of the company’s industry-changing innovations: The new Crane Control System (CCS) and the pioneering KZ-100, a synthetic hoist cable solution.

“CCS is intuitive and easy to use, helping contractors and operators move between crane models with ease while benefiting from the system’s many advantages,” Galaz said. “CCS components and operating software have been specifically designed, developed and tested by Manitowoc engineering and innovation teams worldwide to guarantee the highest reliability standards.”

Visitors also learned more about the first synthetic hoist rope designed specifically for mobile cranes. The product is a result of a development partnership with Samson, a leading synthetic rope manufacturer, and Manitowoc. In addition to being 80 percent lighter than wire rope, KZ-100 is corrosion resistant, has neutral torque (no spinning) and requires no lubrication.

Held in Santiago, Chile, CONEXPO Latin America had significant numbers of professional attendees from throughout the region, as well as from North America, Europe, Africa and Asia. The event returns in October 2016 in Lima, Peru.

“It was a valuable opportunity to meet with customers face-to-face and discuss their needs directly,” Galaz added. “We’re looking forward to an even more successful event next year.”

-END-

CONTACT

**Chris Bratthauar** **Ricardo Rosa**

Manitowoc SE10

T +1 717 593 5348 T +1 312 548 8444

[chris.bratthauar@manitowoc.com](mailto:chris.bratthauar@manitowoc.com) ricardo.rosa@se10.com

ABOUT THE MANITOWOC COMPANY, INC.   
Founded in 1902, The Manitowoc Company, Inc. is a multi-industry, capital goods manufacturer with 92 manufacturing, distribution, and service facilities in 25 countries. The company is recognized globally as one of the premier innovators and providers of crawler cranes, tower cranes, and mobile cranes for the heavy construction industry. Manitowoc is also one of the world's leading innovators and manufacturers of commercial foodservice equipment, which includes 24 market-leading brands of hot- and cold-focused equipment. In addition, both segments are complemented by a slate of industry-leading product support services. In 2014, Manitowoc’s revenues totaled $3.9 billion, with approximately half of these revenues generated outside of the United States.

MANITOWOC CRANES

2401 South 30th Street - PO Box 70 - Manitowoc, WI 54221-0070

T +1 920 684 6621

[**www.manitowoccranes.com**](http://www.manitowoccranes.com)**­**