­NEWS RELEASE

June 15, 2017

**Manitowoc enhances Crane Care training programs in Central America and the Caribbean**

* *Manitowoc has expanded Spanish-language training programs in Latin America, so technicians who work at regional dealers can increase their knowledge on the company’s cranes and systems.*
* *By the end of the program, trainees will be more knowledgeable and efficient in Manitowoc’s aftermarket offerings, improving customer service and increasing customer uptime.*

Manitowoc Cranes has expanded its Spanish-language Crane Care training programs in Central America and the Caribbean, focusing on enhancing aftermarket service quality in the region. Unlike training sessions offered in the past, where trainees had to travel to the United States and attend classes in English, courses now give technicians who don’t speak English the chance to be trained in their native language and to avoid high travel expenses.

The latest two-week training sessions took place in April at Euromateriales, a Manitowoc dealer in Costa Rica. A group of 14 technicians who work for four Manitowoc dealers in the region—Euromateriales (Costa Rica), Akbar (the Dominican Republic), TecnoGrúas (Panama) and Nimac (Nicaragua)—attended the classes.

According to Cuauhtemoc Flores, Manitowoc Crane Care’s director of customer service for the Mexican, Central American and Caribbean (MCAC) regions, the training programs in Spanish aim to increase the representatives’ technical knowledge in strategic subjects in the region. As a result, the company will be able to improve its aftermarket services, while strengthening *The Manitowoc Way* philosophy of putting the customers at the center of its business.

“When Manitowoc’s Crane Care training program was offered only in the United States, we had two barriers: the high costs for dealers to send over their technicians and the foreign language,” said Flores. “Thanks to the recent training sessions, these technicians are now more prepared and confident to provide even better customer assistance, which adds value to our aftermarket products.”

The technicians studied Manitowoc cranes’ systems and circuits, deepened their knowledge on hydraulic, electrical and pneumatic principles, and learned about troubleshooting procedures—particularly paying attention to Grove mobile cranes, the most used type of crane in the region. Classes also involved hands-on sessions that featured two, 30 t Grove rough-terrain models.

Manitowoc offered four training sessions [in Mexico](https://www.manitowoccranes.com/en/news-events/news/2016/Manitowoc-expends-crane-technician-training-in-Mexico) and five throughout Central America in 2016 for beginner and intermediate levels. The company’s goal is to improve on that number by offering even more training opportunities in 2017. Across the Americas, Manitowoc offers training sessions in three languages to meet local demand: English, Portuguese and Spanish.

“These technicians will ensure that any issues with cranes are resolved quickly,” said Carlos Eduardo Batista, training manager at Manitowoc Brazil. “Our customers benefit greatly from that, as they will see more uptime on the job site, increasing their return on investment.”

-END-

CONTACT

**Leandro Moura** **Mariana Santos**

Manitowoc SE10

T +55 11 3103 0270 T +1 312 548 8444

[leandro.moura@manitowoc.com](mailto:leandro.moura@manitowoc.com) [mariana.santos@se10.com](mailto:mariana.santos@se10.com)

ABOUT THE MANITOWOC COMPANY, INC.   
Founded in 1902, The Manitowoc Company, Inc. is a leading global manufacturer of cranes and lift solutions with manufacturing, distribution, and service facilities in 20 countries. Manitowoc is recognized as one of the premier innovators and providers of crawler cranes, tower cranes, and mobile cranes for the heavy construction industry, which are complemented by a slate of industry-leading aftermarket product support services. In 2016, Manitowoc’s revenues totaled $1.6 billion, with over half of these revenues generated outside the United States.

MANITOWOC CRANES

2400 S. 44th Street - PO Box 66 - Manitowoc, WI 54221, USA

T +1 920 684 4410

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