­NEWS RELEASE

January 5, 2018

**Potain teams up with Moroccan dealer Promat at BTP Expo 2017**

* *Some 250 exhibitors from 30 countries and more than 10,000 visitors attended the exhibition.*
* *Promat used the opportunity to highlight Potain’s tower cranes.*

Potain joined forces with its Moroccan dealer, Promat, to exhibit at BTP Expo 2017 in Morocco. The Casablanca-based dealer took over Potain’s Morocco distribution in March 2016, bringing with it more than a decade of specialized experience. At the exhibition, Promat was keen to promote the Potain range of MC top-slewing cranes, MCT topless cranes and MCR luffing jib cranes. General manager of Promat, Said Essaidi, said:

“Moroccan customers know what they want, and when it comes to tower cranes, they want Potain. Our customers appreciate the strength, reliability and ease-of-maintenance of this well-known brand. The regional outlook for next year will see plans for new infrastructure, ports and industrial areas take shape, while some big private investments, including high-rise developments, are also expected. We are poised to meet demand for these projects by providing exceptional customer support to the market-leading range of Potain tower cranes.”

BTP Expo took place between 27 and 30 November at the OFEC (Office of Fairs and Expositions de Casablanca). It welcomed 250 exhibitors from 30 countries and more than 10,000 visitors.

-END-

CONTACT

**Cristelle Lacourt** **Damian Joseph**

Manitowoc SE10

T +33 472 182 018 T +1 312 548 8441

cristelle.lacourt@manitowoc.com damian.joseph@se10.com

ABOUT THE MANITOWOC COMPANY, INC.
Founded in 1902, The Manitowoc Company, Inc. is a leading global manufacturer of cranes and lifting 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 net sales totaled $1.6 billion, with over half generated outside the United States.

THE MANITOWOC COMPANY, INC.

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

T +1 920 684 4410

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