­NEWS RELEASE

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**New Manitowoc tower crane structure for Europe and Africa**

* *Self-erecting tower cranes (GMA cranes) and top-slewing cranes (GME cranes) is now being operated separately when it comes to production and product management.*
* *This reorganization allows for increased customer focus, market intelligence, operations efficiency and crane production.*

Manitowoc has reorganized its tower crane structure for Europe and Africa so that self-erecting tower cranes (GMA cranes) and top-slewing cranes (GME cranes) are being run independently in terms of production and product management.

The new structure has the sole objective of better serving Manitowoc’s tower customers and dealers through customer focus, market intelligence, operations efficiency and high-quality crane production, on time and on price.

Two years ago, Manitowoc split its tower and mobile businesses to increase customer focus and enhance the capabilities of both businesses. Since then, the crane manufacturer has identified similar potential in managing its tower business differently, as Orlando Mota, Sales vice president for tower cranes in Europe and Africa, explained:

“GMA and GME are two different products that serve different types of applications,” he said. “They require different market approaches and ultimately follow two different roadmaps. In addition to giving independent visions to GME and GMA, we have recognized the need to create operations strategies that individually cater to GMA and GME. Allowing our factories to focus on a specific product will make them more effective, particularly regarding production capacity and delivery times.”

The new tower cranes organization is based on five fundamental pillars: GME, GMA, Sales & Aftermarket, Engineering, and Finance & Administration. Manitowoc’s regional sales and Crane Care teams remain unchanged.

GME pillar is under the leadership of Christophe Simoncelli, VP GME Tower Cranes, who is leading the two European GME factories in Moulins and Porto, and is responsible for GME product management. GMA pillar is managed by Giorgio Angelino, VP GMA Tower Cranes, who is leading the European GMA factories of Charlieu and Niella Tanaro. and is responsible for GMA product management.

Sales & Aftermarket activities for Europe-Africa is helmed by Orlando Mota, VP Sales & Aftermarket. His new role involves taking on the Aftermarket division, which is grouped by High Service Support, Parts, Logistics, and Used Cranes & EnCORE programs, in addition to all marketing communications activities.

Engineering for all tower cranes ranges is headed up by Bruno Roni-Damond, VP Engineering, who is working closely with Simoncelli and Angelino to provide superior engineering support. Finally, Finance & Administration is managed by Jean-Noel Gros, VP Finance, who has taken over all Administrative Services including finances and Human Resources responsibilities.

At Intermat Paris 2018, all respective leaders reinforced their new positions by interfacing with customers directly. Each is reporting to Aaron Ravenscroft, who holds the position of Tower Senior Vice President for Europe and Africa within his role of Executive Vice President of Manitowoc.

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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 2017, Manitowoc’s net sales totaled $1.6 billion, with over half generated outside the United States.

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