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**Looking Up launches new website to replace print magazine**

For almost two decades, *Looking Up* magazine has acted as a means to keep you informed of the latest news from Manitowoc, Potain, Grove and National Crane. We’ve shared stories about new cranes, new technologies, our expert dealer network, valued customers, global lifting trends, shifting socio-economics, and of course, the world’s most fantastic job sites.

Now, the time for taking the magazine online is upon us.

It is with great pleasure and excitement that we introduce Manitowoc’s new *Looking Up* website: [www.manitowoc-lookingup.com](http://www.manitowoc-lookingup.com)

The website will replace the printed magazine and enable us to publish news about the company and the lifting world *as it happens*. No matter where you are in the world, *Looking Up* will be accessible right from your phone or computer. It will also provide a better platform to publish digital content, such as videos and social media links, and the ability to publish a lot more stories and photos than ever before. This content will appear in English, French and German.

Of course, it’s difficult to say goodbye to the printed edition of *Looking Up*, but moving the magazine online represents an upgrade for our company and readers alike. We hope you enjoy this new direction of *Looking Up* and we look forward to bringing you the best stories the lifting world has to offer.

The site is launching with an in-depth look at self-erecting cranes and what Manitowoc is doing to ensure it continues to provide innovation and velocity for customers in this market.

[Read Looking Up now](http://www.manitowoc-lookingup.com).

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CONTACT

**Chris Bratthauar**

Manitowoc

T +1 717 593 5348

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

ABOUT THE MANITOWOC COMPANY, INC.

The Manitowoc Company, Inc. (“Manitowoc”) was founded in 1902 and has over a 116-year tradition of providing high-quality, customer-focused products and support services to its markets and its 2018 net sales were approximately $1.8 billion. Manitowoc is one of the world's leading providers of engineered lifting solutions. Manitowoc, through its wholly-owned subsidiaries, designs, manufactures, markets, and supports comprehensive product lines of mobile telescopic cranes, tower cranes, lattice-boom crawler cranes, and boom trucks under the Grove, Manitowoc, National Crane, Potain, Shuttlelift and Manitowoc Crane Care brand names.

THE MANITOWOC COMPANY, INC.

One Park Plaza – 11270 West Park Place – Suite 1000 – Milwaukee, WI 53224, USA

T +1 414 760 4600

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