PRESS RELEASE

December 10, 2020

**Manitowoc launches Potain Build Better website for Asia-Pacific**

* *New website for Potain self-erecting cranes gives regional users information specific to Asia-Pacific.*
* *The responsive website will help support the growing interest in the cranes in this part of the world.*

Manitowoc has launched a Potain Build Better website for the Asia-Pacific region. The new site, [potainbuildbetter.asia](https://potainbuildbetter.asia/), combines a clean and modern user interface with a range of useful tools and resources to help customers and dealers find the information they need quickly and easily.

The website is part of Manitowoc’s continued commitment to increasing its digital presence and supporting the growing demand for Potain self-erecting cranes in Asia-Pacific. Self-erecting cranes have been a popular choice in Europe for many decades, but recent years have seen their appeal stretch to an increasingly global audience. That includes Asia-Pacific where many contractors have now experienced the benefits these fast, agile and versatile cranes bring to projects.

“We are excited to finally share the Potain Build Better website with our customers, dealers and partners in the region,” said Suman Das, regional sales manager, tower cranes, Manitowoc. “We hope that it will serve as a useful portal for our customers and dealers to help them understand the utility of Potain self-erecting cranes in different job site applications. The website has information relevant to all stages of ownership, from initial purchase through to maintaining and operating the unit, and on to sale and disposal at the end of its lifespan. With the useful information on-hand, our stakeholders can save time and labor, and operate the cranes with ease.”

Created with user experience in mind, visitors to the new site will get details on the entire range of Potain self-erecting cranes popular in Asia-Pacific. This includes detailed product specifications, photos, videos, and other documentation. Users can also learn more about Manitowoc Crane Care customer support, covering parts, service, training and maintenance.

The Potain Build Better website is easily accessible and fully responsive on all desktop and mobile browsing platforms and will be regularly updated with new content.

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CONTACT

**Crystal Chi**

Manitowoc

T +86 21 6457 0066 \*103

[crystal.chi@manitowoc.com](mailto:crystal.chi@manitowoc.com)

ABOUT THE MANITOWOC COMPANY, INC.

The Manitowoc Company, Inc. (“Manitowoc”) was founded in 1902 and has over a 117-year tradition of providing high-quality products and support services that are tailored to customers’ needs. Its 2019 net sales were approximately $1.83 billion. Manitowoc is one of the world's leading providers of engineered lifting solutions. Through its wholly-owned subsidiaries, Manitowoc designs, manufactures, markets and supports comprehensive product lines of mobile telescopic cranes, tower cranes, lattice-boom crawler cranes, boom trucks and industrial cranes under the Grove, Potain, Manitowoc, National Crane, 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/)**­**