PRESS RELEASE

September 16 2024

**Manitowoc to launch major new product at** **bauma China 2024**

* *Manitowoc will announce a significant new crane introduction at bauma China 2024 and showcase the features and benefits of its full product range on an interactive 510 sq. m booth.*
* *The Company will also highlight its cranes that have helped shape global infrastructure and honor its top dealers during the show.*

Manitowoc will participate at [bauma China 2024](https://bauma-china.com/en/trade-fair/tickets/?gad_source=1&gclid=Cj0KCQjwzva1BhD3ARIsADQuPnWxd_L2kV5_vg9BlJj3R2nb9doFk4rYH_JZqsB0444SJ1_BtDuRcIUaAvJBEALw_wcB%22%20\t%20%22_blank) in Shanghai for the event’s 11th edition and underline its position as one of the world’s leading suppliers of lifting equipment. From November 26th to 29th, the Company will be at Booth A.38 with an interactive 510 sq.m booth featuring comprehensive information on its full range of Manitowoc, Potain, and Grove cranes.

The Company will welcome a diverse range of customers, dealers, and partners from all over the world. The exhibition will serve as the staging point for a major new product announcement, which will mark an exciting new milestone in Potain’s new product development and lean manufacturing journey in China.

In addition to announcing a new crane, the Company will spotlight its role in major infrastructure projects, including bridges, airports, ports, stadiums, and powerplants, showcasing the important role that Grove, Manitowoc, and Potain cranes play in advancing global infrastructure development.

There will be an exclusive Awards Program throughout the show to honor the outstanding achievements of top-performing dealers and partners across China and beyond.

Visitors to Manitowoc’s booth can enjoy a futuristic on-stand experience through interactive VR displays and AI-powered language translation. Outside of the show, there will be an exclusive tour of Manitowoc’s factory in Zhangjiagang plant, to get a firsthand look at the cutting-edge production techniques and advanced technology used in Potain tower crane manufacturing.

To learn more about the range of Potain cranes manufactured by Manitowoc in China click [here](https://www.manitowoc.com/potain/top-slewing-cranes-asia).

-END-

CONTACT

**Crystal Chi**

Marketing Director, Emerging Markets

Manitowoc

T +86 2164 570 006\*103

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

ABOUT THE MANITOWOC COMPANY, INC.

The Manitowoc Company was founded in 1902 and has over a 120-year tradition of providing high-quality, customer-focused products and aftermarket support services to its markets. Manitowoc is one of the world's leading providers of engineered lifting solutions. Manitowoc, through its wholly owned subsidiaries, designs, manufactures, markets, distributes, and supports comprehensive product lines of mobile hydraulic cranes, lattice-boom crawler cranes, boom trucks, and tower cranes under the Aspen Equipment, Grove, Manitowoc, MGX Equipment Services, National Crane, Potain, and Shuttlelift 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