PRESS RELEASE

April 2025

**Manitowoc’s comprehensive array of aftermarket services on show at bauma**

* *The booth features Grove and Potain displays of comprehensive aftermarket support offerings.*
* *The Company will showcase Parts, Service Support, Potain CONNECT™and Grove CONNECT™, Rental/Used Cranes/EnCORE Remanufacturing, training support, new products, and Lift Solutions.*

A sizeable part of Manitowoc’s 3,300 m2 [booth](https://exhibitors.bauma.de/en/exhibitors-and-products/exhibitors-brand-names/exhibitors-brand-names-details/exhibitorDetail/ID/1381108/?cHash=55dac3ca117235f3c40aa9c413786bdf) at bauma 2025 is devoted to its broad range of aftermarket services to underline the advantages of this important and growing segment of its business. Its Potain and Grove brands will host a variety of informative displays, each dedicated to showcasing how aftermarket services boost crane owners’ productivity and efficiency.

**Plenty for Potain customers**

Six stations will display the key areas of Potain customer support, with a selection of genuine spare parts, including lighting and cameras mounted on cranes in the outdoor area. This promotes the [many benefits](https://www.manitowoc-lookingup.com/post/six-good-reasons-to-buy-original-parts-for-your-crane) of buying OEM-approved parts, including long-term cost advantages, safety, extended service life, and warranty protection. The aftermarket team from Potain will also perform live demonstrations of the BCS camera, the newly launched ProTECHtor™ technician safety device, and an updated version of the hydraulic tool for mast pin insertion and removal.

Visitors can interact with the [Potain CONNECT](https://www.manitowoc.com/company/news/manitowoc-introduces-grove-and-potain-connect-digital-solution)™ display, where they can experience how the new Assist smartphone app optimizes data retrieval and remote troubleshooting without needing WiFi or advanced connectivity tools. A vintage service vehicle will provide an eye-catching reminder of Potain’s long history of providing exceptional support. And a range of online technical tools are being shown, including the Kolus video assistant, which resolves faults remotely without needing a traveling technician.

At the Potain Academy display, visitors can see how to improve their skills through live training courses or via the e-Academy digital platform. Elsewhere, there are areas dedicated to Rental – where customers can rent cranes and supporting technologies – and Used Cranes where buyers can browse stock listings online. For those with an eye on sustainability and/or the balance sheet, premium refurbishments under the EnCORE program offer a cost-effective way to bring aging cranes back to their former glory. Finally, for situations where owners need custom modifications for a crane or project, there are details on the Lift Solutions station.

**Much for mobile crane owners**

Mobile crane owners can benefit from new service offerings, and there is an outside display dedicated to Grove maintenance. There are also details on the Grove EnCORE program, highlighting several recent successes. As part of a range of new Grove Parts, there will also be a selection of components expertly reconditioned under the Grove Remanufacturing program, further highlighting the long-term importance and cost-effectiveness of buying genuine parts.

The benefits of telematics will be visible through the live demonstrations of [Grove CONNECT™](https://www.manitowoc.com/company/news/manitowoc-introduces-grove-and-potain-connect-digital-solution), identifying how faults can be traced and rectified quickly. Meanwhile, demonstrations of the [CRANEbee](https://www.manitowoc.com/support/cranimax-cranebee) lift-planning tool at the CRANIMAX area will show how useful savings can be made using 3D modeling to select the ideal crane for a particular project. Finally, [Grove training staff](https://www.manitowoc.com/support/training) will be on hand with details of the company’s worldwide facilities that offer unparalleled instruction.

“For Manitowoc, the sale of a crane is the beginning of our relationship with a customer,” said Dirk Wolfsteller, VP Aftermarket Services, Manitowoc. “Our cranes are already some of the best in the world, but with our genuine spare parts, innovative smart technologies, and more, we can ensure higher uptime and better productivity. And, when customers are ready to sell or refurbish the crane at the end of its working life, we have the EnCORE and Used Crane services to ensure the best return on investment.”

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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.

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