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kramerALLRAD®



kramerALLRAD®

History.

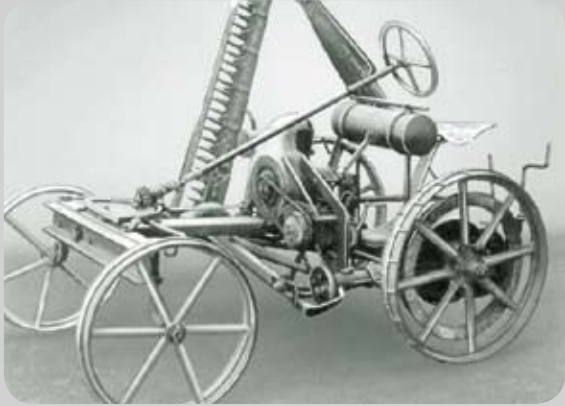
The lifeline of the winners.



The successful history of Kramer has not been about a quest for power but about consolidating our strengths.

It has been a story of hard work, practical experience and consistency in the pursuit of an inimitable idea. It is a success story that bears repeating, since it is a tale that enthralls. It sparks curiosity and offers the best of guarantees.

With Wacker Neuson, this history has gained a whole new dimension: it now spans the globe, while remaining true to its roots. It is a narrative that makes sense, because quality, sustainability and the judicious use of energy and resources are so important for our future. It is a history that blends facts with emotions and progress with community. It has become the house brand.



1925



1950



1958



1987



1990



2003



2005

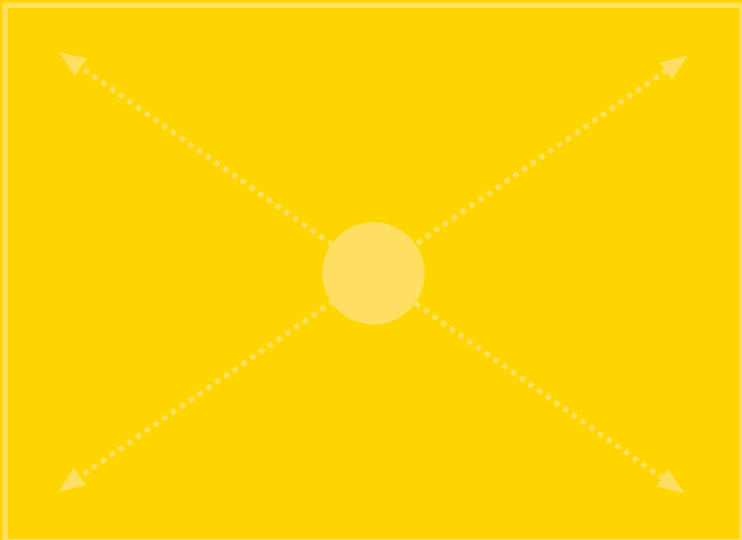


2007

Change. Based on tradition.



Innovation through passion.



**Change leaves its mark.
It has also plotted the course of our success.**

Kramer Allrad has always been a pioneering company, often venturing off the beaten track. Its ideas have changed the building, moving and working world. New challenges never come as a surprise to us, for a simple reason – we are the ones creating them within our continuous improvement process. This is our head start. This is our tradition. And our outstanding quality.



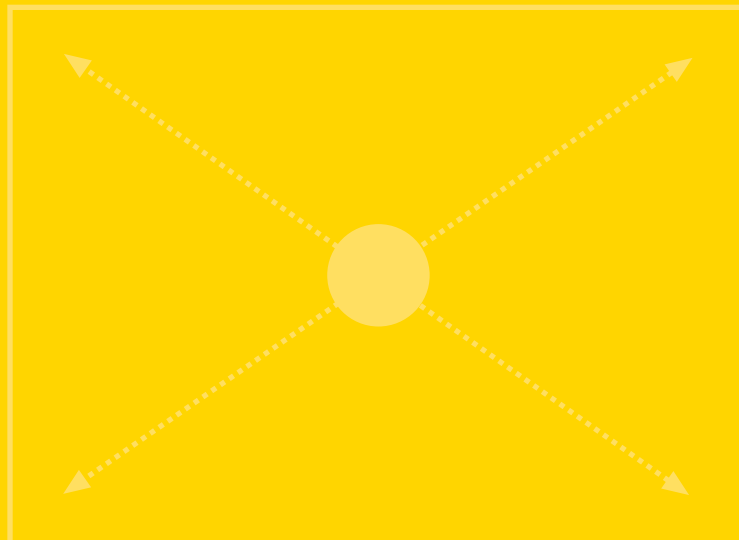
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Challenge. Accepted.

The future as an assignment.

Innovation through passion.



The world we all live in, large and with ever-widening new horizons, inspires our thinking.

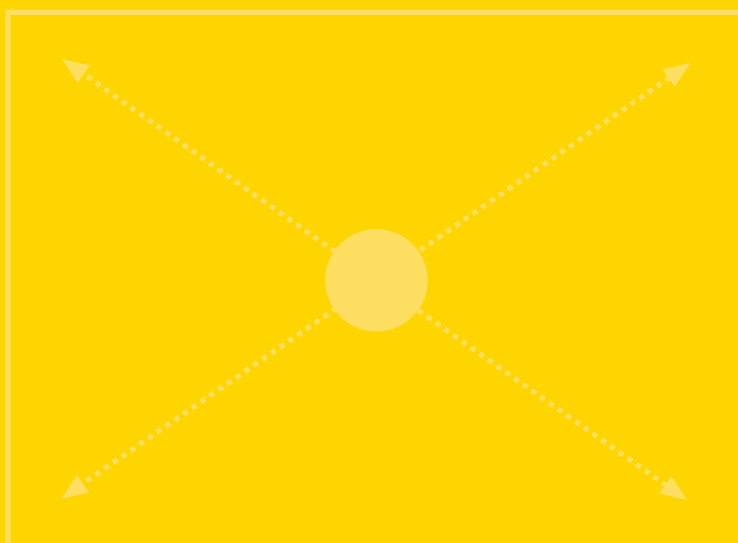
Of course, imagining the entire world as a potential market is not easy. However, profitable growth is the best foundation for the future. Together with Wacker Neuson, we can now use our expertise and products on a global scale to achieve more efficient work and construction processes. An important contribution to shaping our corporate world.



Freedom. Perspectives.

The future as an assignment.

Innovation through passion.



Driven by inspiration.

For us, a change of circumstances is no reason for hectic activities, but to recollect our strengths.

Innovative technology requires both, turbulent inspiration and calm analysis. The freedom to think outside the box strengthens our position from the inside outwards, and enables us to find and keep the best people on board. For us, global competition and ever shorter innovation cycles are not a matter of time, but of concentration and enthusiasm.

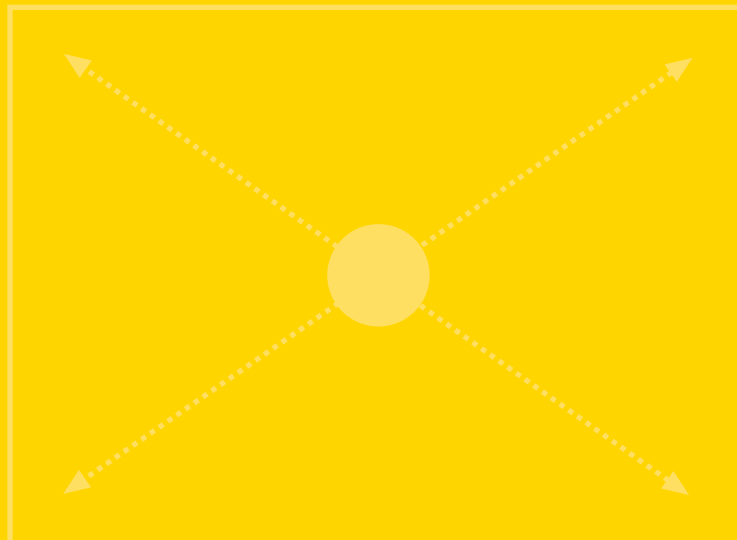


- 1 Productivity on all fronts:** logistics, engineering, brightness and transparency.
- 2 Quality at work:** workplaces with plenty of space and state-of-the-art equipment.
- 3 Production in a new dimension:** one of Europe's most modern production facilities, Kramer's new Pfullendorf plant sets new standards.
- 4 Flexible and streamlined:** production at its best. Perfection is the goal.

Our strenghts. Our plant.

The future as an assignment.

Innovation through passion.

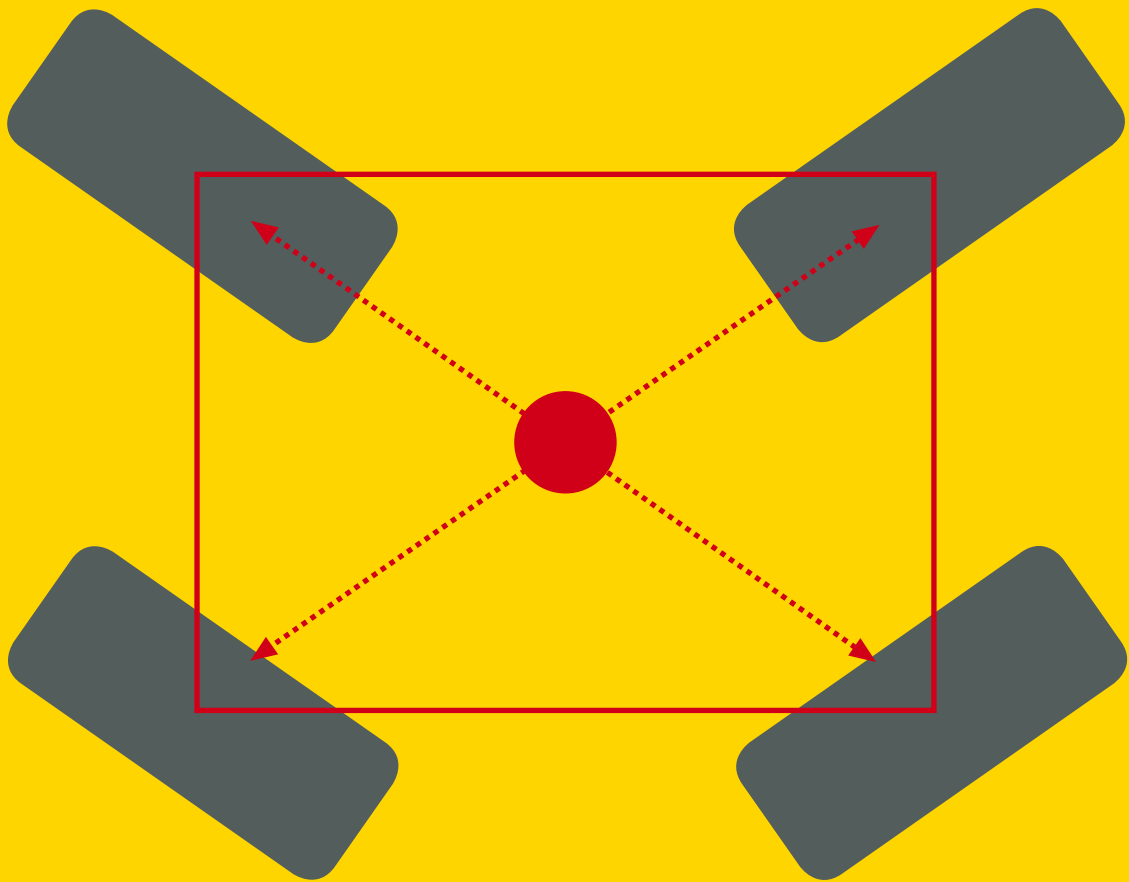


Driven by inspiration.

Skills as a foundation.

**Having created something lasting fills us with pride.
And making it accessible to others enhances our enthusiasm.**

Reinforcing strengths is a strategic principle. Developing new strengths is a necessity of our times. The Pfullendorf plant merges both to create a new competence: customer-focused and dynamic flexibility of an industrial dimension. Designed in keeping with our values, built for new horizons, ready for new potential.



ALL FOUR WHEELS FIRMLY ON THE GROUND .
EVEN WHEN CHANGING DIRECTION, THE CENTRE OF GRAVITY OF
OUR MACHINES ALWAYS REMAINS AT THE CENTRE, ENSURING
STABILITY, MANOEUVRABILITY AND POWER. THIS IS THE DESIGN
PRINCIPLE OF ALL OUR PRODUCTS – AND OUR COMPANY.