

## Press release

Verberie, France,  
April, the 17<sup>th</sup> of 2015

### POCLAIN: A NEW ERA

**When a brand name enters in common language it becomes immortal, which is why Poclain Hydraulics opted to bring back a legendary name in the history construction equipment for its thirtieth anniversary, namely POCLAIN.**



The eight decades spanning the start of Poclain with its excavators and today's Poclain Hydraulics, world leader in hydrostatic transmissions, constitute an extraordinary industrial saga that has marked the global industrial landscape.

Still proudly bearing its reputation for robustness and innovation, the Poclain Hydraulics Group is now present in over 20 countries, with 10 production plants and 2000 employees all over the world. After three decades of strong growth, Poclain Hydraulics' new logo is a reminder that the group has not forgotten where it came from, firmly reasserting the deep-rooted values that have always governed it.

While there are no plans to go back to making hydraulic excavators, this healthy growth, driven by the increasing diversification of the company's target markets, calls for one unifying, evocative name for all, to represent the whole range of expertise.

Thus, the name of the Group becomes POCLAIN and will gather the following brands :

- Poclain Hydraulics, that encompasses all the traditional activities of design, manufacturing and sales of hydrostatic transmissions for "off-road" and heavy commercial trucks with its on-demand additional hydrostatic transmission.



- Poclain Véhicules, which acts as a partner and sub-contractor in vehicle conversion, the sale of integration kits, and the manufacturing of specialist vehicles. Poclain Véhicules will have 2 sites in France: one in Étupes (formerly FAM Automobiles) specialised in vehicle conversion, the other in Amilly (formerly TORK Engineering) specialised in vehicle design and the manufacturing of specialist parts.



- Poclain Powertrain, new subsidiary of the group created in 2013, dedicated to the passenger cars market in its development of an exclusive hydraulic all-wheel drive system that enables any 4x2 passenger vehicle to benefit from additional traction in case of need (mud, snow, sand, etc.).



The Poclain DNA is still present : of innovation, international expansion, independence and, of course, the men and women around the world who contribute every day to the destiny of a major French industrial company serving customers all over the world.