

PRESS RELEASE

The Zeppelin Group Celebrates 70 Years

The foundation-owned company is marking its big 2020 anniversary with various campaigns and communications

Friedrichshafen / Garching bei München, February 7, 2020. The Zeppelin Group, founded in Friedrichshafen in 1950, has an unparalleled success story to look back on. With various campaigns and communications planned under the motto “Yesterday – Today – Tomorrow”, the foundation-owned company will be celebrating its 70th anniversary through the whole year.

Zeppelin was founded and commercially registered in July 1950, with the name Metallwerke Friedrichshafen, as the successor company to Luftschiffbau Zeppelin GmbH. The company started producing silos and metal containers in the same year. In 1954, the foundation-owned company partnered with US-based manufacturer Caterpillar, taking over the exclusive distribution and service of its agricultural and construction equipment in West Germany, as it was then.

“70 years of the Zeppelin Group means 70 years of success; we are proud of the commitment and innovative spirit of the people who have shaped Zeppelin and continue to shape it today. The roots of the company originate with aviation pioneer Graf Ferdinand von Zeppelin, whose values, wealth of ideas, and genius for innovation remain groundbreaking to this day,” says Andreas Brand, Lord Mayor of the City of Friedrichshafen and Chairman of the Supervisory Board of Zeppelin GmbH, commenting on the anniversary.

“Zeppelin has always moved with the times and responded flexibly to customer needs. We have continually expanded our portfolio of products and services, and established our position on an internationally broad basis. I’m particularly pleased that we were able to welcome colleagues to our new distribution and service territories in northern Europe at the start of this anniversary year. With a total of around 10,000 employees, the Zeppelin Group is ideally equipped to tackle future challenges and digitization,” comments Peter Gerstmann, Chairman of the Management Board of the Zeppelin Group.

Zeppelin has brought together interesting, informative, and noteworthy stories about the company, the people that have shaped it in the past, and those who are already defining its future; these stories can be found on the specially created blog at www.zeppelin70years.com, which will be updated throughout the year with new pictures, anecdotes and interesting facts.

All anniversary-related activities will be labeled with a special anniversary icon. From February 2020, many posts on the company's social media channels (LinkedIn, Xing, Twitter and Instagram) will be added with the hashtag #weare70.

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Picture 1: Zeppelin's first office building in Garching (Graf-Zeppelin-Str.), which was built at the end of the 1960s and was in use until 2007. (The picture dates back to 1986).

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About the Zeppelin Group

The Zeppelin Group offers solutions in the areas of construction industry, drive systems and energy as well as engineering and plant engineering; it is represented in 38 countries around the world, and active at more than 220 locations. There are just under 10,000 employees working in the management holding company and the six strategic business units: Construction Equipment Central Europe, Construction Equipment Nordics, Construction Equipment Eurasia (distribution and service of construction, mining and agricultural machines), Rental (rental and project solutions for the construction and industry sectors), Power Systems (drive, propulsion, traction, and energy systems), Plant Engineering (engineering and plant engineering). In the 2018 fiscal year, the Group generated revenue of 2.9 billion euros. Zeppelin GmbH is the Group holding company. It is legally domiciled in Friedrichshafen and has its head office in Garching bei München. Zeppelin Group is a foundation-owned company. Its roots can be traced back to the establishment of the Zeppelin Foundation by Graf Ferdinand von Zeppelin in 1908. The Zeppelin Foundation still owns a direct stake in Zeppelin GmbH, as well as an indirect stake via Luftschiffbau Zeppelin GmbH. For more information, visit zeppelin.com.

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