

PRESS RELEASE

Zeppelin Group and Caterpillar celebrate 70 years of cooperation

Friedrichshafen / Garching near Munich, April 26, 2024. For more than 70 years now, Zeppelin and Caterpillar have maintained a trusting and successful partnerships in the construction industry. The signing of the contract in 1954 marked the beginning of the German-American success story, which today extends across numerous sales regions in Central and Eastern Europe all the way to Central Asia. This makes Zeppelin one of the most successful sales, service and rental organizations in the European construction machinery industry.

Zeppelin and Caterpillar first came into contact at the Geneva Motor Show in 1954. Representatives from Caterpillar noticed the Zeppelin workshop truck on display there. With the subsequent contract signing, the Friedrichshafen-based company took over the distribution and service of Caterpillar products for the growing German market, thus laying the foundation for a successful international partnership that continues to this day.

Trust and an innovative spirit as the foundation for success

Nowadays, the Zeppelin Group consists of five strategic business units and is active in 26 countries with more than 10,000 employees throughout the world. In the 2023 financial year, the Group generated sales of EUR 3.9 billion. Four of the five strategic business units collaborate closely with Caterpillar. "Whether in construction machinery and engine sales, service or rental, we have a strong team that offers the best solutions with great passion and expertise and focuses entirely on the needs of the customer," stresses Fred Cordes, Managing Director and COO of Zeppelin GmbH.

The foundation of this success is trustworthy and transparent communication, strong loyalty as well as considerable expertise, tireless commitment and a constant focus on innovation. "As one of the largest and most successful independent Caterpillar dealers, Zeppelin plays an important role in the long-term success of our customers. Since 1954, our partners have relied on the expertise of the Zeppelin team and the extensive sales and service network. I believe the reason for the success of our long-standing relationship is that together we are committed to our customers in a very special way," said D. James Umpleby, Chairman of the Board of Directors and CEO of Caterpillar Inc.

This is also confirmed by Peter Gerstmann, Chairman of the Management Board of the Zeppelin Group. "With such a close and long-standing relationship, you have to be able to rely on each other almost blindly. After all, not only does our success depend on the world's largest construction machinery and engine manufacturer, Caterpillar also transfers the most important part of its business and thus its success, namely the relationship with customers, to independent partners such as Zeppelin."

A glimpse into the future

Even after seven decades, both partners still benefit from the mutual dynamism, shared visions and continuous progress. Zeppelin and Caterpillar are working hard on future topics such as the

“construction site of the future”, which is to become significantly more digital, networked and innovative. Construction machines already carry out their work steps (semi-)automatically, are networked with each other and can communicate with each other to make processes on construction sites as simple and effective as possible. Sustainable drives and the use of artificial intelligence will also play an increasingly important role. "Digital transformation is pervasive in our business. Our customers expect independent, holistic and long-term solutions and receive high support and quality as soon as they choose Caterpillar and Zeppelin as partners. This will continue to be the case for the next 70 years," says Peter Gerstmann.

Further information about the Zeppelin Group can be found in the latest 2023 Annual Report on our [website](#).

Image 1: Contract concluded in 1954 between Metallwerke Friedrichshafen GmbH and the American construction machinery and engine manufacturer Caterpillar Tractor Co, Peoria for the sales territory of the Federal Republic of Germany and West Berlin.

Image 2: In 1954, Caterpillar produced the world's largest bulldozer, the Cat D9 tracked tractor

Image 3: bauma 1998: The trade fair exhibition at the newly opened exhibition center in Munich Riem

Image 4: bauma 2022: Zeppelin Rental and Zeppelin Construction Equipment share a joint trade fair appearance in Hall B6

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About the Zeppelin Group

The Zeppelin Group offers solutions in the fields of construction, drive and energy as well as engineering and plant engineering. The Zeppelin Group offers solutions in the fields of construction, drive, and energy, as well as engineering rental and project solutions for the construction industry. Additionally, it extends to drive and energy systems, engineering, and plant engineering, supplemented by digital business models. Zeppelin is represented in 26 countries worldwide. In the 2023 financial year, the Group workforce comprised over 10,000 employees and generated sales of EUR 3.9 billion. The Group organizes its activities into five strategic business units (Construction Equipment Germany/Austria, Construction Equipment International, Rental, Power Systems, and Plant Engineering) and the Strategic Management Center for Group IT Services. Zeppelin GmbH is the Group holding company. It is legally domiciled in Friedrichshafen and has its head office in Garching bei München. The 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. For more information, visit zeppelin.com.



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