

Interschutz 2015: CNH Industrial brand Magirus presents world firsts in firefighting technology

Magirus, CNH Industrial's global firefighting vehicles brand, was present at the Interschutz 2015 trade show in Hanover, Germany from June 8 to 13. The brand presented groundbreaking innovations such as the M68L – the world's highest turntable ladder, the Magirus Fire 2000, the most powerful portable fire pump in its segment and the Magirus AirCore, a high-powered turbine.

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CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) brand Magirus, a global leader in firefighting technology, was present at Interschutz 2015. Interschutz is one of the world's largest events dedicated to the technologies, services and ideas for the rescue, fire prevention, disaster relief, safety and security sectors. This flagship trade show takes place every five years and the latest edition was held last week in Hanover, Germany from June 8 to 13.

Interschutz 2015 provided the perfect opportunity for Magirus to showcase its latest innovations together with its comprehensive range of state-of-the-art fire trucks, ladders, rescue and equipment vehicles as well as special solutions, pumps and portable pumps.

“One Life Makes a Difference“: this was the underlying message communicated on the Magirus stand referring to the dangerous work of firefighters. The 4,000 square-metre space featured 40 vehicles together with new technologies and solutions for the firefighting industry. An estimated 150,000 visitors toured the stand throughout its week-long tenure. Special guests included Germany's Minister of the Interior Baden Württemberg, Reinhold Gall; Tore Eriksson, President of the International Association of Fire and Rescue Services (CTIF); Albert Kern, President of The Austrian Federal Fire Brigade Association (ÖBFV); and Dietmar Fahrafellner, Fire Chief of Lower Austria (OBR).

The brand built upon its founder Conrad Dietrich Magirus' legacy as the inventor of the turntable ladder, presenting a series of new world firsts in the field: the M68L and the M34L-H turntable ladders. The M68L is now the highest turntable ladder in the world. With its seven-piece ladder set, it offers a working height of 68 metres. The M34L-H “heavy duty” turntable ladder is designed primarily for corporate and industrial fire departments as well as for National Fire Protection Association clients. The new swivel-mounted 500-kilogram rescue cage can accommodate up to five people. The

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Magirus Team Cab features a water cannon on the front side of its cage that has a capacity of up to 4,000 litres per minute.

Magirus also presented new vehicle concepts including the Magirus AirCore, a high-powered turbine primarily used for fire extinguishing work in tunnel shafts as well as for forest and industrial fires, and the Rescue Loader RL500, used for transporting heavy loads. The new developments across the entire product line-up have been incorporated thanks to the experience and input provided to the brand from over 100 fire departments around the world.

“When firefighters save lives, they cannot afford to make any compromises. Which is why we also cannot make any compromises when it comes to providing firefighters with the best technology and tools. Every advancement we make, regardless of how hard it is to achieve, will pay off in the end. One life makes the difference,” said Antonio Benedetti, Magirus General Manager, emphasising the brand’s commitment to continuously developing ground-breaking innovations.

***CNH Industrial N.V.** (NYSE: CNHI /MI: CNHI) is a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. Each of the individual brands belonging to the Company is a major international force in its specific industrial sector: Case IH, New Holland Agriculture and Steyr for tractors and agricultural machinery; Case and New Holland Construction for earth moving equipment; Iveco for commercial vehicles; Iveco Bus and Heuliez Bus for buses and coaches; Iveco Astra for quarry and construction vehicles; Magirus for firefighting vehicles; Iveco Defence Vehicles for defence and civil protection; and FPT Industrial for engines and transmissions. More information can be found on the corporate website: cnhindustrial.com*

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