



Magirus firefighting

Company presentation

Contains confidential, proprietary, and trade secrets information of CNH Industrial. Any use of this work without express written consent is strictly prohibited.



Content

- 1) Magirus within CNH Industrial
- 2) Magirus Facts & Figures
- 3) Magirus History
- 4) Product Range
- 5) Magirus International
- 6) Magirus Experience Center
- 7) C. D. M. Award

1) Magirus within CNH Industrial

CNH Industrial

Product Range



THE WORLD'S THIRD LARGEST INDUSTRY GROUP FOR INVESTMENT GOODS

CNH Industrial

Product Range



Trucks



Buses



Firefighting



Crawler Excavators



Wheel Loaders



Combines



Tractors



Engines and Transmissions

CNH Industrial

Key Figures 2013

1
group

12
brands

48
R&D Centers

62
plants

190
national markets

71,192
employees

6,300
individuals dedicated to innovation

7,710
active patents owned

€ 934
million invested in R&D

€9
million invested
in training

€ 1,985
million trading profit

€ 25,778
million revenues

€ 6,300
million total
available liquidity

2) Magirus Facts & Figures



Magirus

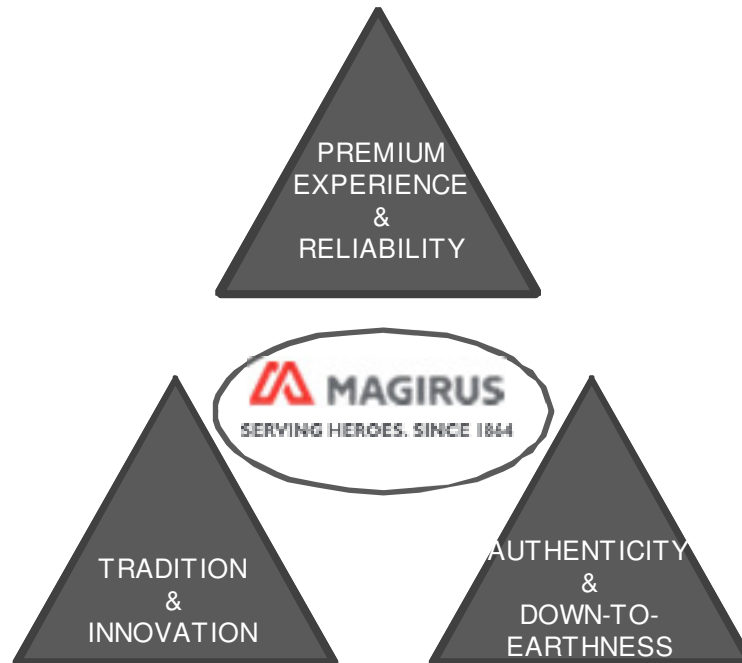
Firefighting Excellence – from tradition to innovation



- Design & development, production and worldwide sales of firefighting vehicles
- Complete product range from 2,8 to 52 tons GVW
- All from one supplier: chassis, cabin and superstructure
- Technology leadership in various sectors
- Global market leader of turntable ladders
- Sales into more than 130 countries all over the world

Magirus

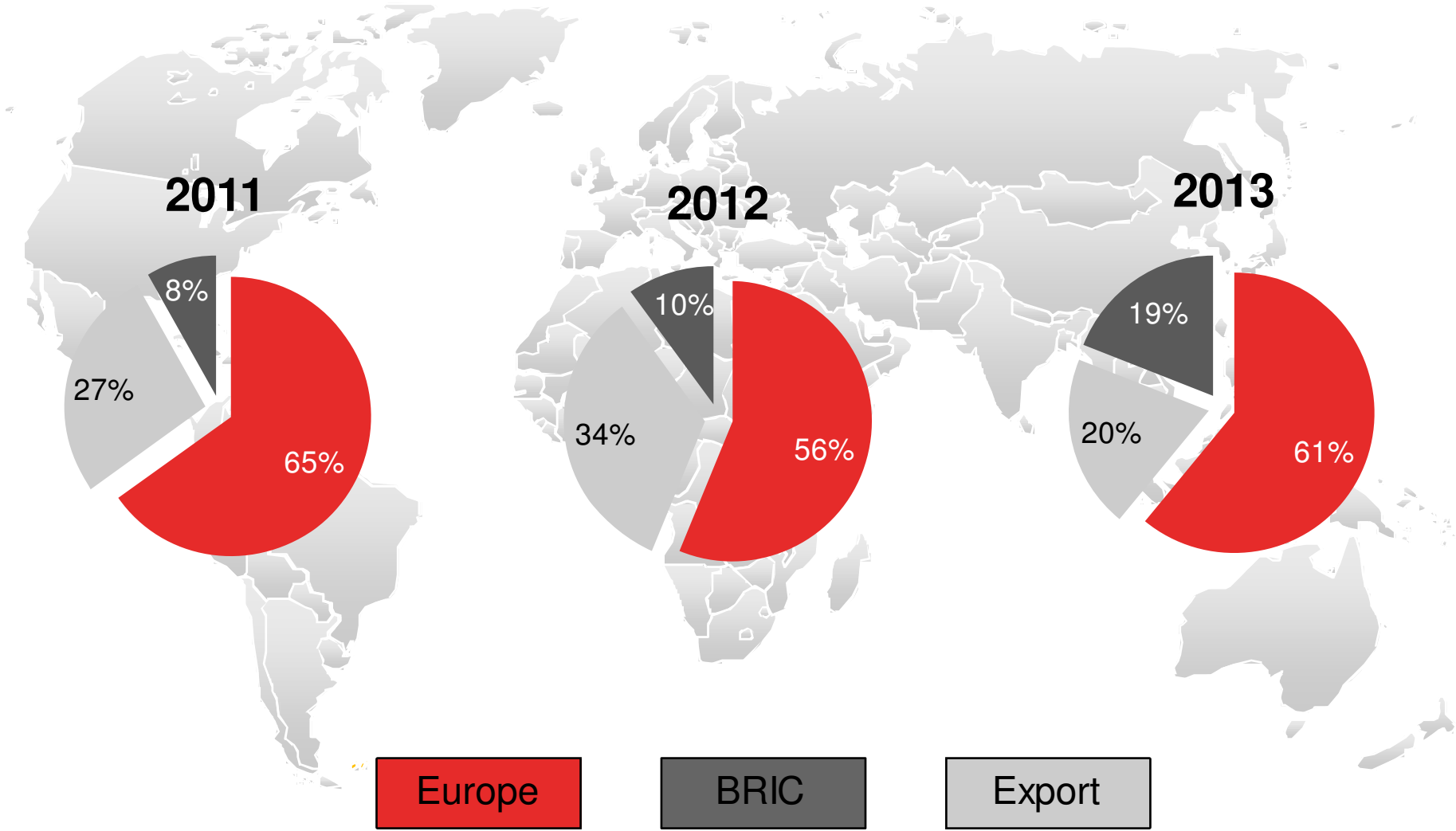
The values



- Our **Mission** is to develop and build the best firefighting equipment in the world
- **Serving Heroes:** To give fire fighters the ideal support for facing all their challenges and provide them with the best equipment possible is our philosophy

Magirus Facts and Figures

Turnover



Serving Heroes Since 1864

Image video (1:49 min)

YouTube Video

[https://www.youtube.com/
watch?v=oG896ZXSFA](https://www.youtube.com/watch?v=oG896ZXSFA)

3) Magirus History



Magirus History

Conrad Dietrich Magirus – Our Founder – The man who still drives Magirus today



- Born in Ulm on September 26th in 1824 † Ulm, 26th June 1895
- Establisher and commander of the voluntary fire department of the city of Ulm
- Establishment of MAGIRUS in 1864 and development of numerous forward-looking/progressive designs
- Initiator of the German Fire Services Association

Magirus History

Video of Conrad Dietrich Magirus

YouTube Video

<https://www.youtube.com/watch?v=rWJ4urwyFC0>

Magirus History

The „Ulmer Ladder“



- In 1872 Magirus presented the “Ulmer ladder“ with a climbing height of up to 14 m
- It was able to be scaled when free-standing and driven when extended
- Gold Medal winner at the Vienna World Exhibition 1873

MAGIRUS - History

Overview

1864

Company founded by
Conrad Dietrich Magirus
in **ULM-Germany**



1936

Merge with **Klößner
Humbolt Deutz (KHD)**

1975

KHD is one of the
founders of **Iveco**

1980

KHD/Iveco split and
Magirus-Deutz
becomes
Iveco Magirus AG

1992

Acquisition of **Baribbi**
Brescia-Italy

1997

Acquisition of **Lohr**
Kainbach-Austria

1997

Acquisition of **Camiva**
Chambery-France

2013

Opening of
Excellence Center in
Ulm



2013

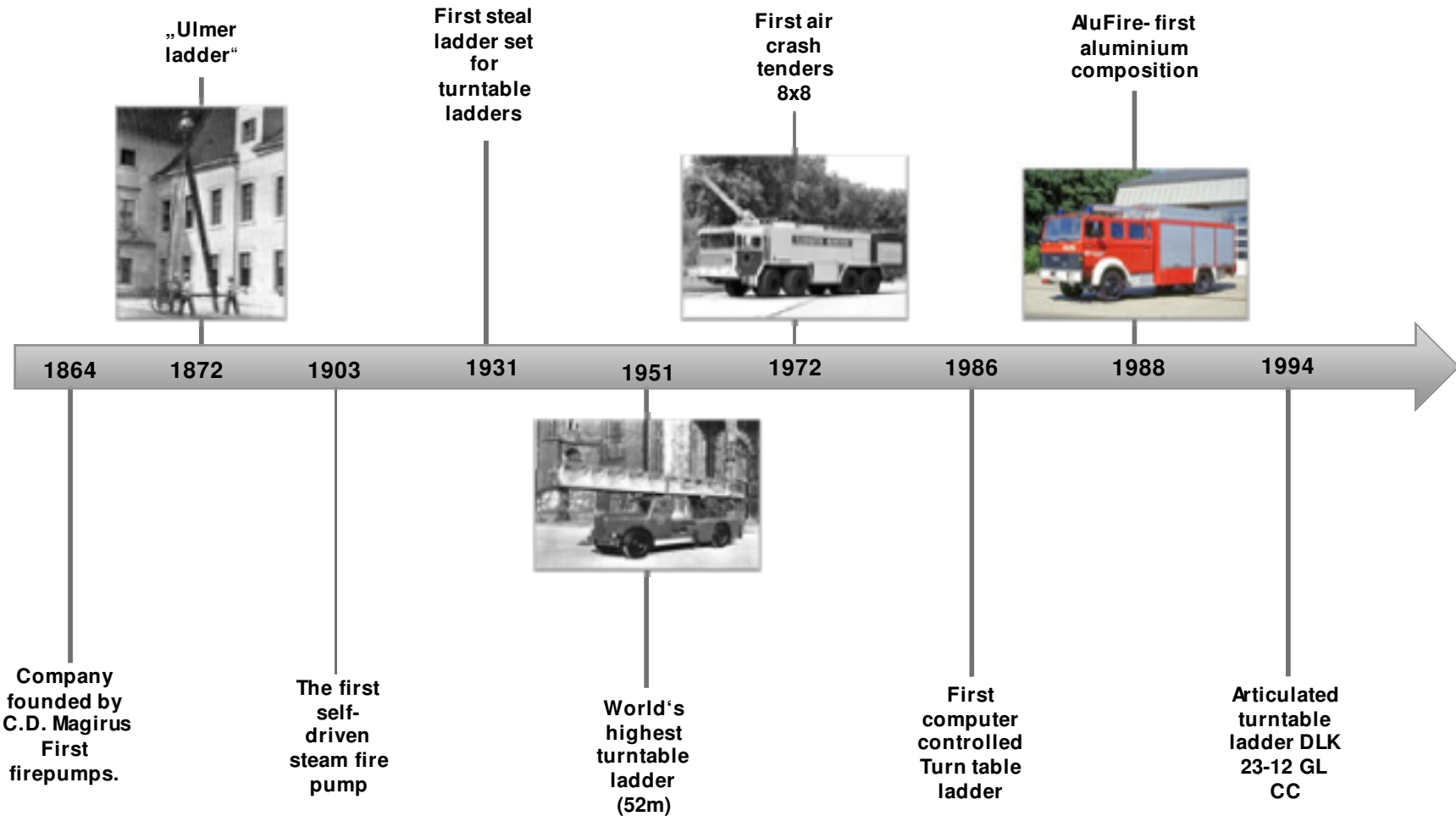
 **MAGIRUS**

2014

150
YEARS
 **MAGIRUS**

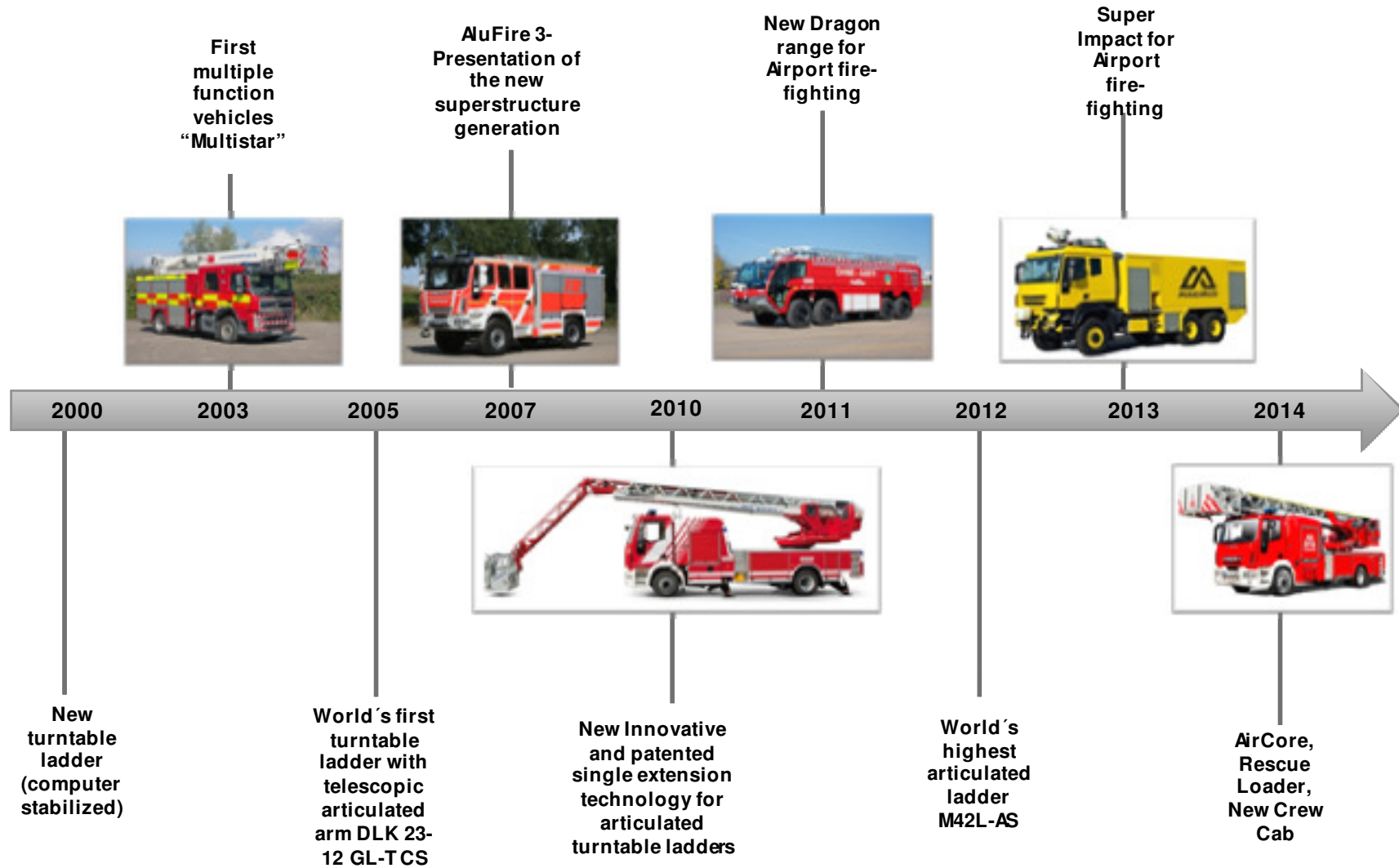
Magirus History

Our Innovation



Magirus History

Our Innovation



4) Product Range

Magirus

Firefighting

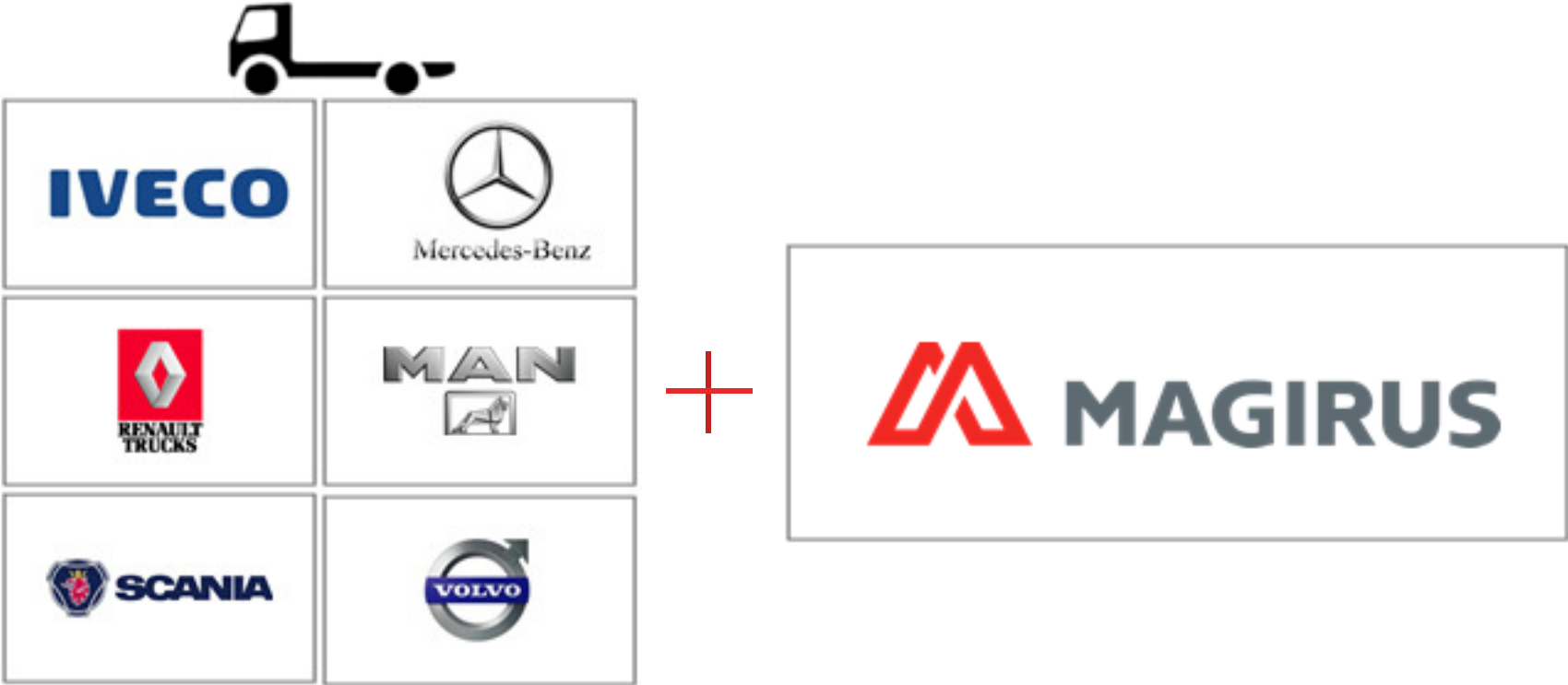


We have profound experience in:

- Aerial Rescue vehicles
- Airport Rescue / Special FF Vehicles
- Standard FF vehicles
- FF Components / Fire pumps

Magirus as a Bodybuilder

Construction is possible for all types of chassis



Magirus - Full Liner Product Portfolio

AERIALS



Most complete range in ladders (from 27 to 60 m)

STANDARD



One of the three worlds major Players

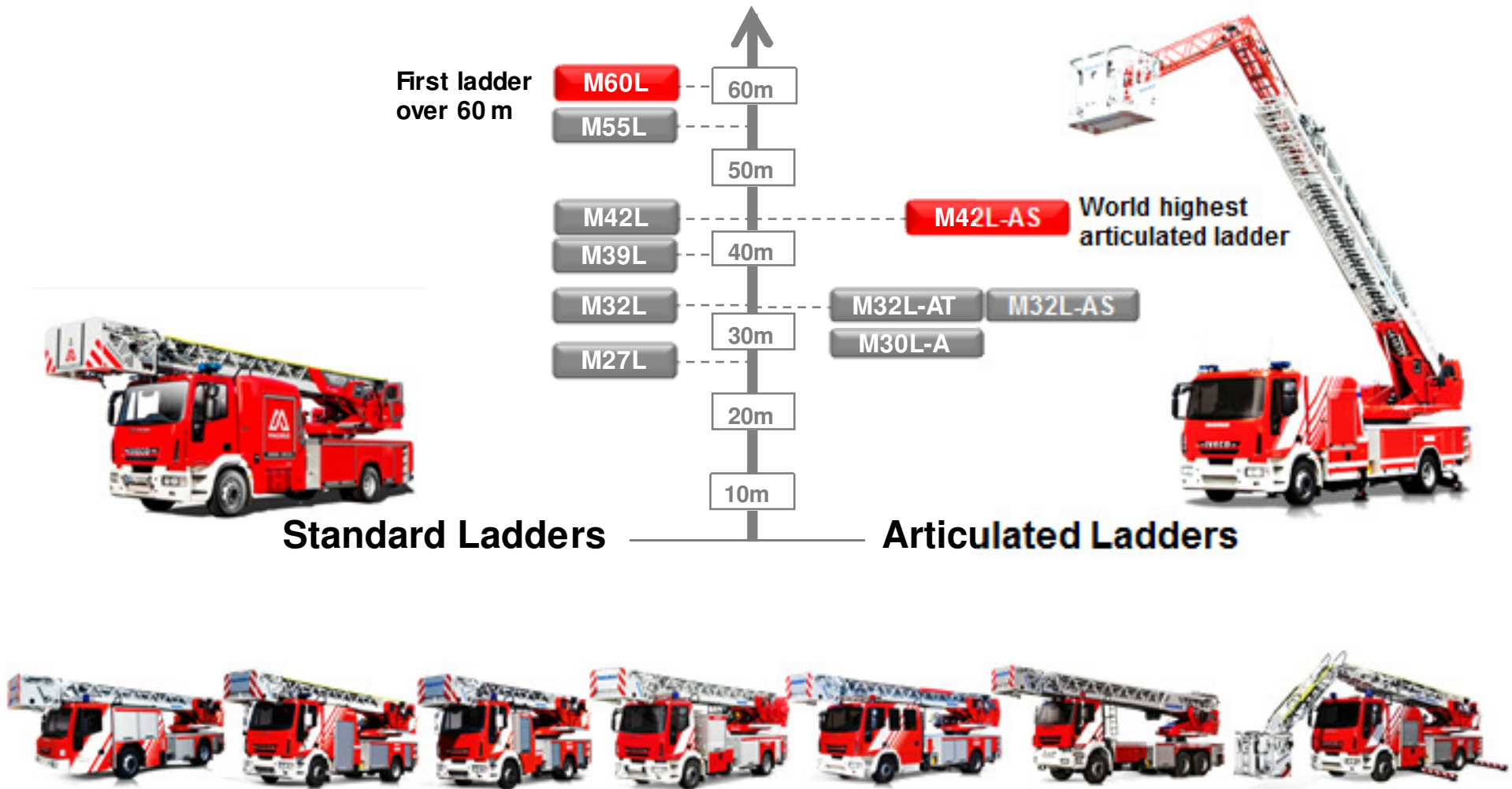
ARFF / SPECIAL



One of the three worlds major Players

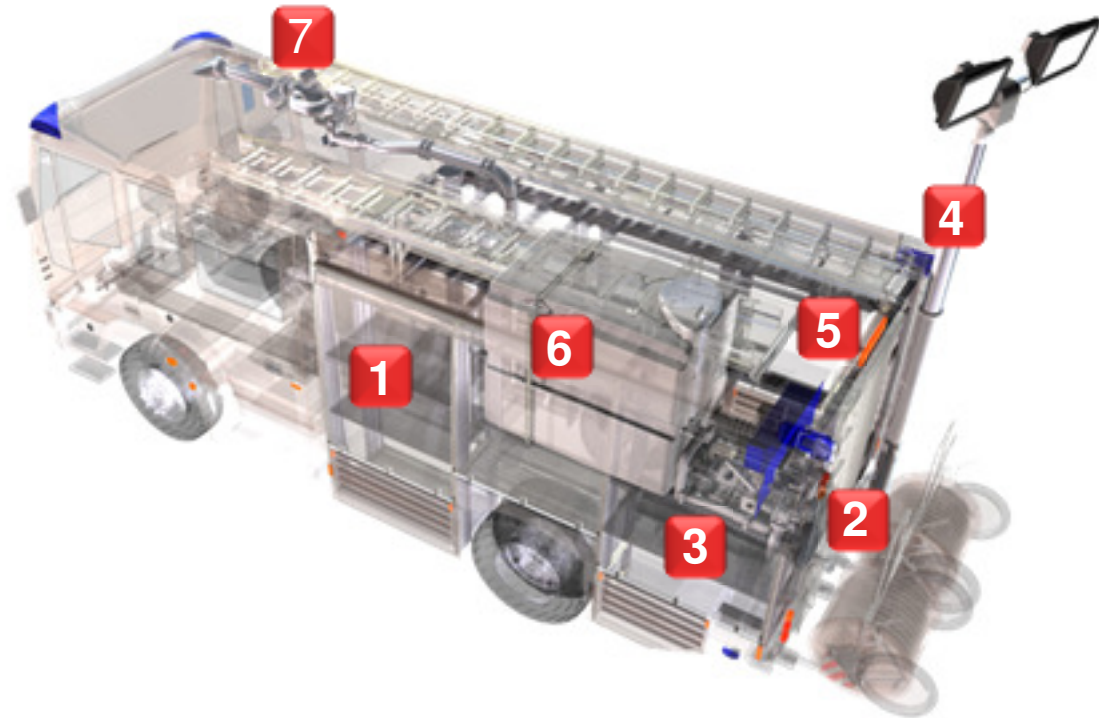
Magirus Aerials

Widest and most complete range of turntable ladders worldwide



AluFire 3

Tank Pumper lay-out



- 1** AluFire3 – Superstructure
- 2** Fire pump
- 3** Foam mixing system
- 4** Light mast

- 5** Fast intervention hose reel
- 6** Water/ foam tank
- 7** Water/ foam monitor

Tank Pumpers

The right solution for every intervention

Light



Medium



Heavy



Axles	➤ 2 axle's	➤ 2 axle's	➤ 2 – 4 axle's
Weight	➤ 4 - 8 t	➤ 8 - 18 t	➤ 18 - 40 t
Size of tank	➤ < 1.500 l	➤ 1.000 – 6.000 l	➤ 4.000 – 18.000 l
Cab version	➤ 1+2, 1+5, 1+8	➤ 1+2, 1+5, 1+8	➤ 1+2 ,1+5, 1+8
Pump	➤ 800 – 1.500 l/min	➤ 1000 – 4.500 l/min	➤ 3000 – 18.000 l/min

Rescue Vehicles

A Rolling “Service Station”



- Special equipment for technical assistance e. g.
- Electric generator, cable winch, hydraulic spreader, cutting tool



Forest FF Vehicle



- EuroCargo or Daily chassis
 - Light, medium, heavy
- All wheel drive
- Tank max 4000 l + foam
- Self protection system

Multistar

All-in-one Vehicles for multi-purpose missions



Flexible in individualization

Aerial appliance



Rescue application
or
Tank pumper application

Magirus ARFF

Impact



- Compact and highly effective concept based on a commercial chassis
- with special features with customized body design
- covering typically lower and middle category airports



4x4



6x6

Magirus ARFF

Super Impact



- Compact and highly effective concept with NFPA
- compliant performances based on a commercial chassis
- with very specific modifications with customized body design
- covering typically middle category airports and offering unique performances in its range.

Magirus ARFF

Dragon



- Completely new, highest performance and in-house developed product range for ARFF use
- Modular chassis and body design with outstanding performances
- covering the complete requirements that can appear on an airport worldwide.



4x4

6x6

8x8

Magirus After Sales

Reliable Partner



- Network of skilled service stations area-wide
- Field service worldwide-servicing and repairs
- Spare parts service worldwide
- Attendance and vehicle maintenance

Fire-Fighter Academy

A academy for fire fighters



- Training and education for our customers:
 - Real fire training – Hot & Fire Training
 - Location trainings in turntable ladder tactics
 - Safe driving training
 - Technolgy training

5) Magirus International



Magirus Germany

Ulm – Excellence Center for fire protection technologies on 300,000 m²



All knowledge and services in one place:

- Engineering and Product development
- Manufacturing (turntable ladders and firefighting vehicles)
- Sales and order management
- Marketing
- Customer Experience Center
- Purchasing and logistics
- Customer service and Fire Fighter Academy

Magirus Italy

Brescia



- The Brescia site produces in particular airport firefighting vehicles, special firefighting vehicles and forest firefighting vehicles

Magirus Austria

Graz (Kainbach)



- In Graz plant: Production of vehicles for Austrian, South Tirol and Conterminal European markets.
- Besides manufacturing this site offers all customer relevant business fields such as sales, service, handover, quality control and order management.

Magirus France

Chambéry - New Pôle d'Excellence



- Magirus Camiva: competence center for firefighting vehicles in Chambéry
 - In construction until end 2014
- 12,200 m² Center (4,465 m² is roofed) offers customers in France not only the possibility to individualize design, but also to test the vehicles themselves on location
- Sales, After-Sales and Customer Service

6) Magirus Experience Center

Magirus Experience Center

Touch points



6) Conrad Dietrich Magirus Award



Conrad Dietrich Magirus Award

www.world-of-firefighters.com



- Internet-Community by firefighters for firefighters
- All detailed information regarding the C. D. Magirus Award
- Forum, stories and background information
- Facebook interaction

Conrad Dietrich Magirus Award

www.world-of-firefighters.com



„We want to support the awareness of the high and selfless efforts of the firefighters, whose services we all take for granted.“

Antonio Benedetti
CEO Magirus GmbH

Conrad Dietrich Magirus Award

www.world-of-firefighters.com



„An award for the hidden work...“

Ralf Ackermann
Vicepresident DFV

Winner in 2012

Firebrigade Detmold, Germany



Winner 2013

Firebrigade Palermo, Italy



Conrad Dietrich Magirus Award

(Video)

YouTube Video

[https://www.youtube.com/
watch?v=t9DGSUHX8Nc](https://www.youtube.com/watch?v=t9DGSUHX8Nc)

Thank you!

Firefighting Experience

Since 1864

150
YEARS

Magirus offers tradition and long-term experience in the construction of **firefighting vehicles**