

PRESS RELEASE

DEUTZ to expand dealer and service network in the Middle East

- The first phase will focus on three main locations
- Digital service offering will also be expanded
- Strengthening of DEUTZ's presence in the region will raise efficiency and improve performance

Cologne, 11 April 2019 – DEUTZ, one of the world's leading manufacturers of innovative drive systems, is expanding its network of dealers and service outlets in the Middle East as it presses ahead with the implementation of its growth strategy for the service business. The first phase will focus on Egypt, the Arab Gulf States and Turkey, where DEUTZ will work with key importers selected for their strategic importance.

“Expanding and digitalising our service activities forms a key part of our growth strategy. By building on our presence in the Middle East, we will be better able to meet regional demand for our products and services, which will not only make our local operations much more efficient, but will also significantly improve the performance of the service business as a whole,” says member of the DEUTZ Board of Management Michael Wellenzohn.

Dr Matthias Szupories, Regional Head of Western & Southern Europe, Middle East & Africa, added the following: “A Bahrain-based partner with a strong presence in the region will serve as the main importer for the several of the Arab Gulf States. The local parts and servicing activities will be expanded and managed from there. Up to 20 local outlets will be brought on board, including prominent regional companies that will serve as distribution partners for new engines and create a more efficient platform for growth.” One of the Arab Gulf States' first web stores for industrial products will also be opened as part of the efforts to digitalise the service business.

DEUTZ will be collaborating with two dealers in Turkey in order to strengthen the network of service outlets that already exists in this region. The main importer for the northern anglophone countries of Africa will be a partner based in Egypt that is already a distributor of DEUTZ products.

“The next step will involve working with our partners, who are big names in the region, to continue expanding our network of dealers and service outlets in the Middle East,” says Wellenzohn. “We will benefit, of course, but most of all, so will our customers. All around the world, we aim to live up to our service promise of caring, supporting and delivering.”



Caption (f.l.t.r.): Dr. Matthias Szupories (DEUTZ AG, Senior Vice President Central Sales Western & Southern Europe, Middle East and Africa), Hassan Al Mahroos (Chairman & CEO M.H. Al Mahroos BSC (C)), main importer for Saudi-Arabia and Bahrain, and Markus Schneider (DEUTZ AG, Head of Sales and Service Middle East & Africa) at bauma 2019

About DEUTZ AG

DEUTZ AG, a publicly traded company headquartered in Cologne, Germany, is one of the world's leading manufacturers of innovative drive systems. Its core competences are the development, production, distribution and servicing of diesel, gas and electric engines for professional applications. It offers a broad range of engines delivering up to 620 kW that are used in construction equipment, agricultural machinery, material handling equipment, stationary equipment, commercial vehicles, rail vehicles and other applications. DEUTZ has around 4,700 employees worldwide and over 800 sales and service partners in more than 130 countries, and in 2018 generated revenue of €1,778.8 million.

Further information is available at www.deutz.com.

DEUTZ at bauma 2019: Hall A4, Stand 327

The engine company.



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