

## PRESS RELEASE

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### **PALFINGER Opens its First Site in Australia for Maximum Customer Focus**

*PALFINGER, the leading producer and provider of innovative crane and lifting solutions, has opened a new site in Perth, Western Australia. With this strategic move, the company is strengthening its local presence to consistently delivering on its promise of maximum customer focus and service quality in the marine segment. It is the first official PALFINGER site in the Australian and New Zealand area in addition to two long-term business partners for marine solutions in Brisbane and Auckland.*



*(f.l.t.r.) The employees of the new PALFINGER site in Perth Neo Kian Meng, Service Engineer, Ansley Miranda, Country Manager & Edward Liu, Sales Engineer, at the AOG exhibition booth. © PALFINGER*

With its rapidly growing demand for maritime and offshore infrastructure, Australia plays a key role in shaping the future of this global industry for PALFINGER. The company's commitment in this market is reflected in the opening of its first office in Australia, located in Perth - a thriving hub for companies in the offshore and oil & gas sector. Specialized in lifesaving appliances (LSA) such as free-fall and

conventional lifeboats, PALFINGER MARINE's new location in Western Australia provides various service solutions as well as new equipment for offshore, oil & gas and cruise.

"As a provider of complete solutions, PALFINGER is constantly driving forward its own market positioning. We want to be as close to the customer as possible. That is why we are increasing our presence in regions such as Australia to focus even better on the specific needs of our local customers and partners. With more than 25 brands, we are uniquely positioned as an Original Equipment Manufacturer (OEM) providing multi-brand-service with extensive know-how and expertise in that region. By opening the new office in Perth, we are expanding our partnerships in Australia and further strengthening our position in the market," says Gerhard Sturm, Senior Vice President Global Sales & Service at PALFINGER.

### **New site for premium service**

Australia's strong economy provides a favorable environment for investments in the offshore, oil & gas, and cruise industries. In addition, Australia's geographic location offers strategic advantages because it is close to major maritime trade routes linking Asia with the rest of the world. PALFINGER chose Perth as the location for the new office due to the presence of major companies in the offshore, oil & gas industry in the region. As the demand for an OEM of lifesaving appliances in the region was so high, PALFINGER has specialized in this product group at the new office.

Moreover, PALFINGER will be able to cater to its customers' specific needs and offer the highest level of service quality, both of which are at the core of the company's activities. In the future, customer inquiries will be processed even faster and, as a multi-service provider, PALFINGER will be able to respond to them even more efficiently. Furthermore, the new site is aligned with PALFINGER's goal of unlocking significant future potential as a key supplier for the regional offshore wind industry. The company's strong commitment to excellence ensures that it will continue to thrive in this vibrant region.

At this year's AOG Energy Exhibition from March 13-15 in Perth, PALFINGER will be connecting and exchanging with major industry players about the future of the dynamic energy sector.

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### **ABOUT PALFINGER AG**

PALFINGER is an international technology and mechanical engineering company and the world's leading producer and provider of innovative crane and lifting solutions. With around 12,700 employees (without contingent workers), 30 manufacturing sites and a worldwide sales and service network of around 5,000 service points, PALFINGER creates added value from the challenges of its customers. PALFINGER is consistently continuing on its course as a provider of innovative, complete solutions that deliver increased efficiency and better operability, while leveraging the potential of digitalization along the entire production and value chain.

PALFINGER AG has been listed on the Vienna stock exchange since 1999, and in 2023 achieved record revenue of EUR 2.45 billion.

### **For further information please contact:**

Katja Pötsch | Head of Public Relations & Executive Communication | PALFINGER AG  
M +43 664 889 69 065 | [k.poetsch@palfinger.com](mailto:k.poetsch@palfinger.com)

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