

MOBA Mobile Automation AG – on the road to success for 45 years

Ever since its founding in 1972 on a growth path, the MOBA Group has been cracking its 75 million sales mark this year. In more than 45 years on the market, it has set significant milestones in road construction, waste disposal, earthmoving, and in the aerial work platform market. Its technologies have become indispensable on the modern construction site of today. Thanks to strategic changes and a number of product innovations, the international company is closing the year 2017 with a sales increase of 6%.

Limburg, November 22, 2017

- 6% sales increase in 2017
- Intensification of the service network in the DACH region and in Denmark
- Launch of pioneer system PAVE-TM

2017 – from pioneer system to premium service

Since the beginning of the year, the global player has continued to expand its premium service with the merger of the distribution company MOBA Construction Solutions GmbH and the well-known Schwarz Regelsysteme GmbH. As main contact in the DACH region, the new subsidiary unites sales, customer service, support and repair under one roof – end-customer-oriented and competent.

MOBA Mobile Automation AG was also able to consolidate its strength 'service' internationally. The combination of many years of market experience and expert technical know-how proves to be a guarantee of success in Denmark since April of this year. Thanks to the founding of the subsidiary MOBA Denmark, the Danish market has since been benefiting from an unbeatable team that offers a diversified range of expert knowledge and excellent support.

In August, the technology company once again demonstrated its pioneering role in road construction with the launch of PAVE-TM. The system for automatic layer thickness measurement during asphalt paving is unique in the world and the first of its kind. The development and production of the market innovation is a further addition to the company's Intelligent Paving range, consistently continuing its tradition and ambition of continuously improving quality in road construction.

Secret of success since 1972

In 45 years on the market, the technology company has established itself a name in mobile automation worldwide. The global player is systematically expanding its international network in order to advance new developments worldwide and in return is rewarded with steady growth. Every year, new daughters or dealers join a common goal: Inspiring Mobile Automation. The visionary product portfolio of MOBA Mobile Automation AG has continuously developed over the years and has specialized in its use in harsh environments.

Their road construction technologies constantly give new impulses to the industry. One of the most market-dominating systems is the MOBA-matic leveling system, which today is standardly installed on the pavers of all leading machine manufacturers. Pioneer systems such as PAVE-IR for an extensive temperature detection during asphalt paving and PAVE-TM for automatic layer thickness measurement in road construction as well were developed thanks to the vision of the company to sustainably improve the quality of road construction. All three technologies belong to the modern road construction site like the top layer belongs to the road.

In the waste disposal market, MOBA Mobile Automation AG is constantly setting new standards. Their waste, RFID, and telematics technologies for the waste management market are driving smart cities around the world and thus are the engines of the sustainable city. The know-how from more than 25 years of experience combined with new perspectives from global cooperation are the secret of progressive, country-specific solutions that convince an international market. For example, the dynamic scale for waste disposal vehicles of all kinds is one of the latest in-house developments this year.

The earthmoving technologies of MOBA Mobile Automation AG have their beginnings in the 90s as well. With outspoken vision and developer ambition, their 3D excavator controls are always a software update ahead. As such, their earthmoving systems have always been known for their ergonomics, agility and progress. With the development of the modular concept for control panels on aerial work platforms and cranes, the global technology player sets another benchmark in the industry. Thanks to their entire compatibility, the individual modules can be put together and customized flexibly. This makes the control unit a convertible panel that can be reinvented over and over again, expanded by its own horizon.

With open arms into the future - this is how progress develops

MOBA Mobile Automation AG deliberately cooperates with experienced partners to cleverly combine specific know-how. Some innovation projects with industry leaders such as Dynapac, STRABAG or RUTHMANN clearly demonstrate the company's skills. The direct exchange enables a constant customer and market proximity where practice and theory meet and merge to an irreplaceable expert knowledge. With its research and innovation projects, the company combines two goals: to serve the market demand and to continuously and sustainably increase quality, efficiency and safety in construction, the waste disposal sector and the aerial work platform market.

MOBA Mobile Automation AG is THE contact for worldwide automation solutions in harsh environments. Countless other projects that will further strengthen this market position in the future are already in the starting blocks. The connected construction site of the future is only one step away.

Key Facts about the technology group 2017

Foundation	1972
Foundation Father	Paul G. Harms
Company Type	family-owned
Employees worldwide	599
Revenue	75.2 million
Subsidiaries worldwide	MOBA Electronic s.r.l. (Italy), 1985 MOBA France (France), 1998 MOBA Corporation (USA), 1999 MOBA Dalian Co. Ltd.(China), 2001 MOBA-ISE Co. Ltd. (Spain), 2002 MOBA India Pvt. Ltd. (India), 2004 MOBA GmbH (Switzerland), 2007 MOBA UK Ltd. (UK), 2010 MOBA do Brasil (Brasil), 2015 MOBA Sweden AS (Sweden), 2016 MOBA Tecmaserm (Spain), 2016 MOBA Construction Solutions GmbH (Germany), 2017 MOBA Denmark (Denmark), 2017
Dealers worldwide	185
Markets	Road Construction, Earthmoving, Waste Management, Cranes & Lifters, Agriculture, Mining
Technologies	HMI's, Controllers, Sensors, RFID,
Management Board	Volker Harms (President & CEO) Dr. Holger Barthel (Vice President Manufacturing & Logistics) Alfons Horn (Vice President Development) David Shelstad (Vice President International Sales)
Supervisory Board	Harald Robl

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