



**The people and material lifting equipment specialist**

**Haulotte Group appoints Laurent DEMARETZ as head of its new Mexican subsidiary**

Opened in Mexico since January 2007, the new Mexican subsidiary is the fruit of the Haulotte Group worldwide development strategy. 2006 forecast confirms a strong growth: with a 34% rise in revenues to stand at M€ 519.3. Haulotte Group pursues its development logic and its leadership position in Europe and its worldwide number 3 ranking.

Laurent Demaretz has joined the Group as Mexican subsidiary manager to assert the Haulotte brand name in the country. Previously working as an industrial robotic sales manager, Laurent Demaretz, under the responsibility of Carlos Hernandez, South America area manager, will have the prime mission to define the sales strategy, and implement the whole Haulotte range in Mexico:

- A complete range of aerial work platforms (over 50 models)
- The HTL range of telehandlers
- The Multijob range, full-rotating backhoe loader (360°)

Haulotte Group is strongly established on American market with 5 strategic subsidiaries in USA and one in Brazil. For 2007, the Group plans to open two others agencies in South America, in addition to the Mexican subsidiary. Haulotte Group has now 18 subsidiaries worldwide and will open on first half-year 2007, two new plants in Spain and Romania, which will join the 3 existing French plants.



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