

Holder and RASCO to launch a Joint Venture

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Max Holder GmbH and RASCO d.o.o. are launching a Joint Venture for the mutual development and production of small municipal transporters. RASCO is bringing in their current product, MUVO, which will in future be marketed by Holder as the HOLDER MUVO. After the successful turn-around of the Holder company, the introduction of the modular design strategy and the expansion of the sales and service networks, this decision is the next logical step in its growth. The addition of a transporter vehicle with more than 100 HP is the ideal complement to the product portfolio from Holder in the performance range from 30 to 90 HP. Through this, the German company with a long established tradition will strengthen their focus as an all-round supplier in the multifunctional municipal narrowtrack vehicles segment.

As a renowned manufacturer for special purpose vehicles with a history of over 125 years, Holder supplies complete solution packages and services from a single source: multifunctional, articulated implement carriers for the municipal all-year-round use, matching attachments and individual services. With ca. 230 employees and more than 100 sales partners world-wide, Holder has an annual turn-over of 48 Million Euros.

"Holder and RASCO have been in close contact for a year and are looking forward to their future together. Both the shareholders and the directors of both companies see in this Joint Venture a great potential for the optimisation of turnover and processes, coupled with long-term stability and a forward-looking focus on the challenges of the markets", explains Andreas Vorig, Director of Max Holder GmbH. The premises for this are excellent, because, as Andreas Vorig says, "similar target groups for Holder and RASCO allow for an optimal use of the current sales structures."

RASCO is a family owned company founded in 1990 and has ca. 280 employees at its main production plant in Croatia and a further manufacturing facility in Serbia. The turn-over is ca. 15 Million Euros per annum. RASCO also has high expectations in this Joint Venture. Ivan Franičević, Chief Operations Officer of RASCO says: "The cooperation with Holder means a considerably faster development of international markets and a significant increase in vehicle numbers. In addition, RASCO expects a substantial upturn in turnover for attachments, which are specifically developed and produced by RASCO for the HOLDER MUVO."

With the MUVO, Holder is putting their trust in a high-quality vehicle system that has already proved its performance in the municipal sector throughout the year. The MUVO combines true multifunctionality, compact design, a small turning circle, high ergonomic operating conditions as well as established technical solutions for all uses with a high capacity engine of 80 kW/109 HP in the EURO-6-Version. RASCO will also

provide a wide range of robust and innovative standard attachments for use throughout the year.

Source: Max Holder GmbH