

Record Year in 2019 for Doosan Bobcat in EMEA

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- Revenue grows by 12.8% to 863 million EUR in 2019 -

Doosan Bobcat EMEA has announced unprecedentedly successful results for 2019. Total sales for Doosan Bobcat and Doosan Portable Power products in EMEA and outside of EMEA region grew by 12.8% to 863 million EUR in 2019, compared to the previous year. This contributed to overall worldwide sales growth of 7.2%, including particularly strong performances in Europe and North America.

For the Bobcat range in EMEA, the total sales units growth reached 11.0% in 2019 compared to 2018, with impressive growth of 12.7% in the sales of Bobcat skid-steer loaders, where the company is number one in the world with more skid-steer loaders sold than all of the competitors combined. There was eye-catching growth of 7.1% in the sales of Bobcat mini-excavators and a pronounced increase of around 15.2% in the sales of Bobcat compact track loaders. 2019 also saw astounding sales figures for both Bobcat telehandlers and Bobcat backhoe loaders, which grew by around 16.7% and 37.2%, respectively.

New Product Launches and Outlook for 2020

Mike Vought, Senior Director for Product Management at Doosan Bobcat EMEA, said: "Product innovation is our core focus and driver on the way to our vision – becoming the leader in compact equipment. To make this vision come true, we will be introducing an unprecedented number of new products and technologies. In 2020, we will be launching 48 new or significantly upgraded products in eight different product categories of which some will be new to Bobcat. We believe that our strong focus on innovation will be the key driver to help us navigate safely through these turbulent times related to coronavirus spread."

Doosan Bobcat EMEA produces about a third of the global production of Bobcat machines. These include compact construction and agricultural machinery such as skid-steer loaders, compact track loaders, mini-excavators, telehandlers and a vast family of over 130 kinds of attachment. The company also manufactures portable power equipment under the Doosan Portable Power brand, including air compressors, light towers and generators.

Source: Bobcat Grayling Deutschland