



Doosan Bobcat Expands Global Brand Strategy

IMAGE SOURCE: Doosan Bobcat EMEA

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- Doosan Bobcat is expanding its global branding strategy, with RYAN turf renovation equipment set to rebrand under the Bobcat trade dress in 2024.
- RYAN equipment, which has been producing turf renovation equipment for over 75 years, joined the Doosan Bobcat portfolio in 2020 after the acquisition of BOB-CAT Mowers and the Steiner and RYAN brands from Schiller Grounds Care.
- The rebranding is part of Bobcat's streamlined branding approach to strengthen overall brand equity, market recognition, and consumer recall of all product offerings.

- The transition aims to create a cohesive customer experience, grow the organization's footprint, and make the brand more accessible to more customers in more places.
- Earlier this year, Doosan Bobcat announced that its Doosan Industrial Vehicle and Doosan Portable Power brands would also transition into the Bobcat product portfolio in Europe, Middle East, Africa, and applicable markets worldwide in 2024.
- RYAN products will undergo design and aesthetic changes to align with current Bobcat branding and will continue to be manufactured at the Doosan Bobcat facility in Johnson Creek, Wisconsin, USA.
- Bobcat-branded RYAN equipment, along with its newly rebranded material handling and portable power, is expected to be available for customer purchase through Doosan Bobcat's global dealer network in 2024.
- Bobcat and these rebranded product lines will remain part of the broader Doosan Group portfolio.

- RYAN Turf Renovation Equipment Transitions to Bobcat Brand -

Doosan **Bobcat** has expanded its global branding strategy as it announces its RYAN turf renovation equipment will rebrand under the Bobcat trade dress in 2024.

75 Years of Tradition Continues

RYAN equipment joined the Doosan Bobcat portfolio in 2020, following the acquisition of BOB-CAT Mowers and the Steiner and RYAN brands from Schiller Grounds Care. RYAN has produced trusted turf renovation equipment for more than 75 years and features a unique product line-up including aerators, sod cutters, dethatchers, power rakes, overseeders and other speciality products that serve landscaping and grounds care professionals across a variety of industries including golf, sports turf, landscaping and rental.



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Streamlining Branding Approach

Following the company's success in new product lines such as mowers, compact tractors and grounds maintenance equipment, Bobcat has streamlined its branding approach to strengthen overall brand equity, market recognition and consumer recall of all product offerings. The transition aims to create a cohesive customer experience and grow the organization's footprint, making the brand more accessible to more customers in more places.



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“Bobcat has been a recognized name for decades - known for its toughness and versatility. We are proud to extend the brand to new product categories so we can empower even more people to accomplish more,” said **Scott Park, Doosan Bobcat CEO.**

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“The Bobcat brand has experienced significant growth in recent years, and we acknowledge the potential to expand the brand in bold and innovative ways by introducing it into new product categories and growing their potential under one roof,” said **Jeongwon Park, Vice President of Marketing and Channel Development at Bobcat EMEA.**

With this refreshed identity, RYAN products will undergo design and aesthetic changes in alignment with current Bobcat branding. The turf renovation equipment is produced at the Doosan Bobcat manufacturing facility in Johnson Creek (Wisconsin, USA) and will continue to be manufactured there following the brand transition.

Bobcat-branded RYAN equipment, along with its newly rebranded material handling and portable power is expected to be available for customer purchase through Doosan Bobcat’s extensive, global dealer network in

2024. Bobcat and these rebranded product lines will proudly remain part of the broader Doosan Group portfolio.

Source: Doosan Bobcat EMEA