



Weekly overview 18.12. - 22.12. 2023

IMAGE SOURCE: Alliance Tire Europe B.V.; Yokohama Off-Highway Tires (YOHT), NORD DRIVESYSTEMS, Doosan Bobcat EMEA, WIRTGEN GROUP, FPT Industrial, Liebherr-Werk Ehingen GmbH

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22 December 2023 by LECTURA GmbH

LECTURA hosted the Start Up Stage at NordBau 2023



DigiMessenger #14



LECTURA hosted the Start Up Stage at NordBau 2023

Trade Fairs

LECTURA hosted the Start Up Stage at NordBau 2023

IMAGE SOURCE: LECTURA GmbH

Did you know that throughout a one year-round presence on various digital channels, LECTURA has focused on “building bridges” between innovative start-up companies and the traditional construction industry? Registered companies have been introduced via LECTURA on its website, in the newsletters or in the DigiMessenger. [Read more on page 10 >>](#)

Monthly Product Launch Overview - November 2023



Monthly Product Launch Overview - November 2023

IMAGE SOURCE: WIRTGEN GROUP, Rototilt GmbH, Doosan Bobcat EMEA, CIFA Spa, Kubota, Cummins, AUSA, Case IH, wyynot GmbH; GreenMech

Check the full list of new heavy machinery models presented by manufacturers during November 2023! [Read more >>](#)

NEW: Alliance 373 VibroFarm – A technologically innovative and market-specific tire solution for e.g olive, pistachio, grape harvesting. Front loader tractor specialist for all on- and off-road applications



VibroFarm

IMAGE SOURCE: Alliance Tire Europe B.V.; Yokohama Off-Highway Tires (YOHT)

Yokohama Off Highway-Tires (YOHT) presents the Alliance 373 VibroFarm. Practical experience shows that the demands for tractor tire concepts are high, e.g. in olive cultivation, for example on the Iberian Peninsula. Vibratory and harvesting machines are usually mounted at the front. This results in considerable loads on the front axle - not least because of the uneven load distribution - which places increased demands on the tires. In addition, tractors are often also increasingly used for road travel and a wide variety of arable work on farms. [Read more >>](#)

WOLFF Power for Hightech – Eight WOLFF cranes help build new Zeiss site in Jena



The WOLFF 6071.20 Cross is the powerhouse of the WOLFF pack on the Zeiss construction site. Its job is to lift prefabricated parts weighing up to 22 tons.

IMAGE SOURCE: WOLFFKRAN International AG

Carl Zeiss AG is constructing a new high-tech site in its hometown of Jena in Thuringia, Germany, which will house all development units as well as the majority of the local production and administration departments. For the construction of this building with a total gross floor area of 118,000 square meters, the Franconian construction company Riedel Bau AG is deploying eight WOLFF cranes. The crane operation had to be meticulously planned and boasts countless special features. [Read more >>](#)

AMAZONE and FieldView to collaborate on smart farming



FieldView Cab App visualizing rate per side (left) as applied by the Amazone ZA-TS and shown on the AmaTron4 (right)

IMAGE SOURCE: AMAZONEN-WERKE H. DREYER SE & Co. KG

AMAZONE, the renowned agricultural equipment manufacturer, and FieldView, Bayer's leading platform for digital agriculture, are starting a strategic collaboration with the aim of further promoting and simplifying the adaptation of smart farming practices. [Read more >>](#)

The last of its kind – the last 880 EQ leaves the factory



A large team of employees has accompanied the 880 EQ from production to sales over the years and said goodbye to the last of its kind before it was shipped out

IMAGE SOURCE: SENNEBOGEN Maschinenfabrik GmbH

The first 880 EQ balance material handler was delivered 16 years ago. Since then, the impressive machine has attracted a great deal of attention in various countries due to its performance and versatility. Now the successful model is being retired from the **SENNEBOGEN** product portfolio and is being replaced by its worthy successor, the 885 G, with the latest generation of technology. [Read more >>](#)

Yanmar Europe honoured with the Deshima 2023 Award in the 'Well-Established' category



Yanmar Europe honoured with the Deshima 2023 Award in the 'Well-Established' category.

IMAGE SOURCE: YANMAR EUROPE B.V.

We are proud to announce that **Yanmar** Europe has been honoured with the Deshima 2023 Award in the 'Well-Established' category. The prestigious award was presented on Monday, 11 December 2023, by the Netherlands Foreign Investment Agency (NFIA) and the Dutch-Japanese Trade Federation DUJAT. [Read more](#)
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NORD: Drives for all crane applications



NORD DRIVESYSTEMS delivers suitable drive systems for all types of cranes – also for harbour cranes.

IMAGE SOURCE: NORD DRIVESYSTEMS

Crane tasks require special drives: Loads must be safely lifted, precisely positioned and gently set down, also with simultaneous movements of cranes and trolleys. **NORD DRIVESYSTEMS** has the right drive solutions for this. [Read more >>](#)

Goscor Lift Trucks Introduces Newly Branded Bobcat Forklifts to Southern African Market



GLT Introduces New Branded Bobcat Forklifts

IMAGE SOURCE: Doosan Bobcat EMEA

Goscor Lift Trucks (GLT), a key player in the industrial warehousing equipment sector, is delighted to announce the rebranding of their premier forklift brand, **Doosan**, which will now be supplied under the iconic **Bobcat** livery in line with the global Doosan Bobcat rebrand strategy. [Read more >>](#)

The Wirtgen Group presents an extensive portfolio of innovative and market-driven solutions for precise and efficient concrete paving at World of Concrete 2024



The Wirtgen AutoPilot 2.0 for stringless paving increases process efficiency and safety.

IMAGE SOURCE: WIRTGEN GROUP

The highlight at the World of Concrete show from 23-25 January 2024, is a complete concrete paving train from **Wirtgen** – comprising a placer/spreader WPS 102i, a slipform paver SP 124i and a texture curing machine TCM 180i. The offset paver models SP 15i and SP 25i impressively round off the selection of Wirtgen Group solutions on display at the booth shared with **John Deere** at the show (C5327). [Read more >>](#)

To Agritechnica and back with net-zero impact with FPT Industrial, sustainability takes a leading role



To Agritechnica and back with net-zero impact with FPT Industrial, sustainability takes a leading role

IMAGE SOURCE: FPT Industrial

FPT Industrial makes all-round sustainability of all its products and processes a fundamental part of all its projects and activities. This time, however, the Iveco Group brand dedicated to the design, production and sale of low-environmental impact powertrains wanted to do even more. And it did it in style, making use of its presence as an exhibitor at Agritechnica 2023 to demonstrate that participating in an international trade fair while remaining CO₂-neutral is possible. [Read more >>](#)

The legend grows: New LG 1800-1.0 in the lattice boom crane portfolio



It's a match: The new LG 1800-1.0 offers high-end mobile crane technology with the load capacities of a lattice boom crane.

IMAGE SOURCE: Liebherr-Werk Ehingen GmbH

The legendary **Liebherr** LG 1750 lattice boom crane has a successor: like its predecessor, the LG 1800-1.0 combines the advantages of a mobile crane with the load capacity of a lattice boom crane. The LG 1750 was previously one of the most powerful cranes of its kind on the market – the new LG 1800-1.0 tops this power and will be launched in the first half of 2024 under the motto “The legend grows”. [Read more >>](#)

Source: LECTURA GmbH

