

## TADANO'S BOLD TRANSFORMATION ON DISPLAY AT CONEXPO-CON/AGG 2026 REINFORCES HOW TOGETHER, TADANO AND CUSTOMERS ARE REACHING NEW HEIGHTS

**UNIFIED PORTFOLIO. EXPANDED LIFTING AND ACCESS SOLUTIONS. SUPERIOR CUSTOMER SUPPORT. TADANO'S TRANSFORMATION IN THE AMERICAS DELIVERS MORE TRUSTED SOLUTIONS FROM A SINGLE SOURCE**

Venturing into new areas, Tadano has completed a bold transformation in the Americas, evolving from a crane-focused manufacturer to a provider of a broad range of lifting and access solutions supported by a strengthened service and support organization. At CONEXPO-CON/AGG 2026, that transformation comes together under one clear theme: Reaching New Heights.



Since CONEXPO 2023, Tadano has accelerated its growth through strategic acquisitions, including Nagano Industries, Manitex International, and IHI Transport Machinery's transportation systems business, now operating as Tadano Infrastructure Solutions Ltd. Today, Tadano's significantly expanded equipment and service portfolio supports a broad range of applications beyond its traditional crane equipment, including aerial work platforms (AWPs),

boom trucks and truck-mounted lifting equipment, knuckle boom cranes, and pick & carry cranes.

“One core theme for Tadano has been growth through strategic acquisitions in new markets. This transformation reflects Tadano’s long-term vision to redefine what customers can expect from a lifting equipment partner,” says Toshiaki Ujiie, President & CEO of Tadano Ltd. “Our CONEXPO display reflects the success of this vision. Now more than ever, Tadano is positioned to be a single source solution provider for our customers’ needs. Together, we are Reaching New Heights.”

That strategy is being executed across the Americas with a clear customer-first focus. “This year’s CONEXPO is a critical show for us,” says Dean Barley, President & CEO of Tadano America. “It’s where we show how Tadano’s global strength is being translated into solutions, support and capabilities designed specifically for customers in North America.”

### **OneTadano: brand harmonization supporting a unified customer experience**

A key milestone highlighted at CONEXPO-CON/AGG 2026 is the full harmonization of Tadano’s North American portfolio under the Tadano brand. As part of the OneTadano brand strategy, U.S.-produced Manitex products are now unified under the Tadano name, aligning with the company’s global brand harmonization approach.

“Integrating the Manitex business into the Tadano group was never a short-term initiative — it has been part of a deliberate, strategy,” says Barley. “In the US our first priority was the full integration of the Manitex factory into the Tadano organization. We aligned processes and quality standards, and we executed that integration flawlessly. At the same time, we brought in the right people to support our growth ambitions and strengthen this strategy. With that strong foundation in place, we are now taking the next step of unifying the portfolio under the Tadano brand.”

In addition to the traditional mobile cranes, Tadano-branded boom trucks, knuckle booms and aerial work platforms will be represented as part of this harmonized portfolio, reinforcing a clear and consistent customer experience across product categories — all under one brand: Tadano.

With brand harmonization already established across Tadano’s other regions and acquisitions, this update completes the alignment in North America. As Tadano’s North American portfolio expands, OneTadano simplifies fleet ownership and strengthens brand recognition through a single, consistent global identity

## **Customer support: strengthening the foundation behind the portfolio**

As the portfolio expands, Tadano is making parallel investments to ensure customers receive consistent, high-quality support across all product categories. Recent additions to the sales leadership teams for Manitex Inc and the AWP line are further integrating these businesses into the Tadano organization and strengthening support for customers across North America.

At the same time, Tadano has executed a comprehensive parts distribution strategy designed to support long-term growth. In the US, expanded warehouse capacity, enhanced logistics processes, and increased inventory levels have significantly improved spare parts availability and driven measurable gains in fill rates. These investments ensure faster response times and greater reliability for customers who depend on uptime.

This commitment extends globally. The company's new centralized spare parts center in Europe further strengthens Tadano's international distribution network, enabling quicker air freight shipments worldwide. For North American customers, this means improved access to critical components and faster support in time-sensitive service situations — further reducing downtime and reinforcing fleet reliability.

“These additions help increase our focus on sales and service for the expanded portfolio in support of our customers' lifting needs,” offers Barley.

Initiatives highlighted at the show include a revamped Master Tech training program, featuring smaller class sizes and expanded hands-on training to prepare technicians for increasingly advanced equipment. Plus, the integration of Manitex Group's service capabilities further strengthens Tadano's ability to support a broader range of lifting and access solutions.

Together, these investments — in leadership, training, service integration, and parts distribution infrastructure — reinforce Tadano's focus on machine uptime, responsiveness, and lifecycle support as the foundation of its transformation in North America. “Having the right equipment operating with maximum uptime is everything,” adds Barley. “As our portfolio expands, our priority is ensuring customers have the right solutions, training, parts and service support they need to keep their fleets working.”

Together, Tadano's expanded portfolio, OneTadano brand harmonization and strengthened support help to simplify fleet ownership and operations, giving customers access to more solutions with the advantage of consistent sales, service, training and support.

## Traditional crane equipment

In North America, Tadano's longstanding foundation is its classic crane equipment, including all terrain, city, lattice and telescopic boom crawler, rough terrain, and truck cranes. CONEXPO-CON/AGG attendees will be among the first to see the latest developments of this extensive product range.

The new **60-US ton GTC-600-2 telescopic boom crawler crane**, the latest series addition, replaces the 55-ton GTC-550 with a 113.8-ft full power boom, 28.9-ft extension and 49.9-ft jib, OPTI-WIDTH™ and lifting capacities up to 4° out of level with full pick and carry. It's the only 60-US ton teleboom crawler transported on one truck and delivers incredible versatility.

Making its North American show debut, the 5-axle **Tadano AC 5.250L-2 all terrain crane** excels with its 259.2-ft, side-pinning main boom system with a best-in-class maximum main boom extension of 98.4 ft. The displayed crane features the new bi-fold jib with 32.8/62.3 ft plus 3.6-ft adapter. This all terrain crane boasts a road-legal axle load to meet the toughest standards, including load limits in California.

### Other traditional crane equipment on display include:

- **Rough terrain cranes:** Tadano eGR-1000XLL-1 (fully electric), GR-1600XL
- **Truck crane:** Tadano GT-1200XL-2
- **Lattice boom crawler crane:** Tadano CC 24.400-1
- **All terrain crane:** Tadano AC 6.300-1

## Reaching New Heights: expanded portfolio

Tadano's expanded portfolio and strengthened support foundation fully visible at CONEXPO-CON/AGG is a direct result of the company's acquisition of Nagano Industry Co., Ltd – manufacturer of self-propelled crawler boom lifts – and most recently, Manitex International. For the first time at the show, Tadano will exhibit its aerial work platforms, knuckle boom cranes and pick & carry cranes alongside its established crane lineup, demonstrating the breadth of solutions now available to North American customers and reflecting Tadano's bold transformation.

The expansion into specialized AWP's builds directly on Tadano's core strengths in engineering, manufacturing, and customer support. Key portfolio highlights on display include the heavy-duty **AS-63HD boom lift**, featuring a class-leading 2,200-lb platform capacity and an expansive 13 ft, 9 in by 6 ft, 4 in by 3 ft 7 in platform engineered to handle large volumes of materials and tools with ease. Leveraging Tadano's crawler crane expertise, the **AS crawler**

**boom series** delivers industry-leading low ground pressure and up to 57% gradeability. The **AL68 spider lift**, an articulated narrow-track crawler with outriggers, excels in applications and rental environments that demand compact dimensions, flexible positioning and excellent access for tree care.

Well suited for material delivery and placement, utility work, tree care and arborist operations, and other applications in North America, the articulated PM knuckle boom cranes feature versatile load handling, efficient operation and a compact working envelope. The Tadano exhibit will highlight three key PM models. The **PM 16524 S and PM 23525 SP PT** are ideal for roofing, tree care, precast handling, propane delivery, forming (brick and block), tile and marble installation and materials unloading applications. Featuring the **J1414.20 fly jib**, the **PM 65024 SP PT** excels in demanding applications like oil field service, wallboard handling, trenching, tree care, precast handling and forming (brick and block).

**The expanded portfolio equipment display also includes:**

- **Aerial work platforms:** Tadano eAA-22C (fully electric), AS-69J, AS-32C, AS-58C and A62R
- **Boom trucks:** Tadano TC 650, TC 500, 30100
- **Knuckle boom cranes:** PM 16524 P, PM 23.5, PM 65
- **Pick & carry crane:** Tadano 25EL (fully electric)

**“Reaching New Heights” experience**

In addition to the usual product display areas, Attendees will find a dedicated “Reaching New Heights” display where Tadano brings together products, technology and services that support the future of lifting.

An exhibit featuring heyTADANO, an AI-powered assistant, highlights its 24/7 access to official Tadano knowledge, giving customers faster answers on site or in the office. Visitors will also experience a future crane concept developed by Tadano’s Advanced Technology Research Center, demonstrating how integrated safety systems and intelligent assistance technologies will shape the next generation of lifting equipment.

This themed area highlights digital tools and intelligent services that support planning, operation, monitoring, and fleet efficiency, as well as Tadano Green Solutions, showcasing technologies designed to reduce fuel consumption and emissions while often lowering operating costs.

Driving sustainability remains a focus priority of Reaching New Heights and Tadano's future. Through the *Our True Mission: Zero Emissions* initiative, the company continues to advance electrification and technologies designed to reduce environmental impact without compromising performance. Fully electric solutions on display at CONEXPO-CON/AGG include the Tadano eGR-1000XLL-1 rough terrain crane, the Tadano 25EL pick & carry crane (Valla series) and the Tadano eAA-22C aerial work platform.

### **Visit Tadano at CONEXPO-CON/AGG 2026**

Tadano invites attendees to experience its unified portfolio, expanded lifting and access solutions, and strengthened customer support capabilities at **booth #F47010**.

"Through a strengthened core crane equipment offering and key strategic acquisitions expanding our lifting and access portfolio for customers, Tadano has made significant strides in achieving our long-term vision of being the world's leader in lifting solutions," says Mr. Ujije. "We invite visitors to see how we are reaching new heights and how that helps our customers reach theirs."

Delivering world-class lifting and access equipment known for reliability, efficiency, innovation and safety, supported by a dedicated team ensuring performance anywhere in the world, Tadano continues to position itself as the customer's first choice.

**Press contact:**

**Damien Bizjak**

Phone +49 6332 83 1023

E-mail [Damien.Bizjak@tadano.com](mailto:Damien.Bizjak@tadano.com)

### **About the Tadano Group**

Since introducing Japan's first hydraulic truck crane in 1955, Tadano has become a global leader **in lifting and access equipment**, helping businesses reach new heights. The company's dedication **to safety, quality, and efficiency—based on compliance (C+SQE)**—is reflected in every product and service.

Known for its **reliability, innovation, and performance**, Tadano offers world-class solutions across the construction, energy, and industrial sectors worldwide. Its global support network ensures Tadano equipment performs effectively in any environment, meeting the highest standards of efficiency and sustainability.

Guided by the corporate philosophy of "Creation, Contribution, and Cooperation," the Tadano Group is committed to contributing to environmental preservation and fostering a sustainable society. By maximizing value for stakeholders and engaging in sustainable business practices, Tadano continues its pursuit of excellence for both the present and the future.

For more information, visit [www.tadano.com](http://www.tadano.com).