

NEWS RELEASE

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ATLAS MASCHINEN GMBH COMPLETES PURCHASE OF TEREX ATLAS UK**Company name changed to Atlas Cranes UK Ltd**

USING the old Atlas logo and orange colours, the loader crane specialist and UK market leader will now trade under the new name of Atlas Cranes UK Ltd.

According to the company - which is now owned and chaired by Fil Filipov - only the name will change. Everything else that has made the Atlas brand synonymous with quality, performance and reliability will remain the same, including the same people working from the same locations.

Manufacturing will remain centred in Delmenhorst, Germany, and sales, service and support in Bradford, England. The same Atlas team will deliver exactly the same level of personal service as before.

Customers, says Atlas, will continue to enjoy the security and confidence that comes from dealing with a single, highly responsive and totally committed source - a company with experience of supplying cost - effective solutions in a wide variety of industry sectors.

A prominent member of ALLMI, the Association of Lorry Loader Manufacturers and Importers, Atlas is a major supplier of loader cranes to the British Ministry of Defence (MOD) and the dominant supplier to the UK builders merchants' market.

"Atlas has a strong identity in the UK and is a widely recognised and respected name. The Atlas brand and Atlas colours will be used, with no changes to the company's current infrastructure. Our main objective will be to focus on quality, customer service, cost improvements, lead time reductions and the expansion of our product offering," says Fil Filipov.

Ends

For more information about this release:

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Images supplied with this release:

1. Atlas Cranes UK Ltd logo
2. Image of Atlas loader crane