

LIEBHERR-WERK NENZING GMBH
P.O. Box 10
A-6710 Nenzing/Vorarlberg
Telephone (0 55 25) 6 06-0
Telefax (0 55 25) 6 06-4 99

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Liebherr-Werk Nenzing GmbH was established in Nenzing/Vorarlberg in 1976 and, along with five other manufacturing Liebherr works in Austria, is part of Liebherr-Austria Holding GmbH, likewise founded in 1976.

Liebherr-Werk Nenzing GmbH has approximately 1150 employees, of which about 115 are permanently posted abroad. A further 181 employees are occupied at Liebherr Sunderland Works in the UK, a productive works belonging to Liebherr-Werk Nenzing GmbH. The total site area at Nenzing is approximately 175,000 m², of which the workshops cover about 62,722 m² and offices 11,200 m².

Since its establishment Liebherr-Werk Nenzing GmbH has been responsible for the development, production and sales of ship and offshore cranes and, in 1979, became the very first manufacturer of hydraulically driven and electronically controlled crawler cranes world-wide.

In order to enable further growth at Liebherr-Werk Nenzing the marketing of crawler cranes was considerably increased in 1986 and the range of products was completed with harbour mobile cranes. Extensive synergy exists in the design, procurement and manufacturing of the four products since they are all based on the same technological principles. With its strategy of world-wide diversification Liebherr-Werk Nenzing GmbH has achieved an increase in turnover of more than 100 % in the last 10 years.

The Company developed into a market leader at an early stage due to the observance of the highest quality standards in all areas, however, especially in electronics. Ultimate quality is the best guarantee for long-term satisfied customers.

Competence and readiness to meet customer requirements, modern production facilities, as well as high motivation and willingness of the employees are the foundations of success.

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For example, the 3D-CAD system, installed at the end of 1997, which is based on design building with parameters, allows for technical modifications to be carried out quickly and efficiently according to customer requirements. The sales organisation at Liebherr-Werk Nenzing GmbH was rearranged in 1996 and 1997 according to the four product fields. Each product is within a uniform organisation but acts as an autonomous unit responsible for the total interests of the product - from development to customer service.

Sales and marketing, as well as after-sales service of all four products are effected through a world-wide network of sales and service stations and 99 % of production is for export.

In 1989 support offices for Liebherr-Werk Nenzing GmbH were established in Singapore and Hong Kong where teams consisting of both Austrian and local staff intensified the customer orientated service for our partners in the Far East. These two offices are backed up by further support offices in Bangkok, Kuala Lumpur, Pusan, Beijing, Seoul and Shanghai as well as by offices in Australia, New Zealand, Taiwan and Vietnam.

Sales and service stations are partly Liebherr-owned and partly independent establishments. Staff at these offices are regularly trained and familiarised with the necessary product and technical know-how by Liebherr-Werk Nenzing GmbH.

Due to the high technical complexity and continuous development of the products, especially in control-system technology, strong technical and commercial back-up is provided by Liebherr-Werk Nenzing GmbH.

As in the sales organisation, authority and responsibility were transferred as closely as possible to the area of occurrence throughout Liebherr-Werk Nenzing GmbH in 1998. Basically, the whole works has been divided into profit centres. Each profit centre plans, purchases, manufactures and is responsible for quality and delivery to the customer - the next profit centre.

In 2001 Liebherr-Werk Nenzing GmbH achieved a turnover of almost 4 Billion ATS (= approx. 290 Mio. €)