

Press release

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Cargotec launches new branding strategy

Cargotec has defined a new corporate-wide branding strategy and launches a new visual look, which is aimed at strengthening the Cargotec name and its main strategic brands Hiab, Kalmar and MacGregor. The new brand strategy supports Cargotec's 'One Company' approach and is built on the strong reputation of its market leading brands.

Cargotec's visibility is more prominent in the common new visual identity of all these brands. They all share a common symbol, the elephant. The Cargotec elephant will be displayed in most of the materials together with the three main brands Hiab, Kalmar and MacGregor. These three brands all have a strong reputation within Cargotec's customer base and, also in the future, the products will be branded with these names. To support the new branding strategy, Cargotec's on-road load handling brands Multilift, Moffett, Loglift and Jonsered will be transferred into product names which are promoted as Hiab brands.

"We want to build a stronger Cargotec brand for our customers and other stakeholders. The new look and the stronger Cargotec brand are built on a sound foundation of shared values that we have defined, together with our personnel, to guide our daily operations: sustainable performance, global presence – local service and working together", says Cargotec's President and CEO Mikael Mäkinen.

"We keep cargo on the move™" is our promise that we give to our customers. With the help of our reliable and sustainable solutions and service our customers are able to move their cargo safely and efficiently", Mr. Mäkinen states.

Implementation of the new unified visual identity will be undertaken gradually from 2009 until 2011.

More information for the press:

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Cargotec improves the efficiency of cargo flows by offering solutions for the loading and unloading of goods on land and at sea – wherever cargo is on the move. Cargotec's main daughter brands for cargo handling Hiab, Kalmar and MacGregor are global market leaders in their fields. Cargotec's global network offers extensive services that ensure the continuous, reliable and sustainable performance of equipment. Cargotec's sales totalled EUR 3.4 billion in 2008 and it employs approximately 11,000 people. Cargotec's class B shares are quoted on the NASDAQ OMX Helsinki. www.cargotec.com

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