

PRESS INFORMATION

Häggglunds hydraulic drives take the spotlight with a bold new look

Susan Strauss | 02/27/2022 | USA | HD22002

Häggglunds brand is more visible within Rexroth thanks to striking new design

The advantages of Häggglunds hydraulic drive systems will soon be reflected in a striking redesign, making the Häggglunds brand more visible within Rexroth. While the shift connects the present with a distinguished past, its focus is on the future – and above all on creating greater clarity for customers.

A brand designed to lead the way

The refreshed and revitalized Häggglunds brand will appear at MINEXCHANGE 2022, the SME Annual Conference & Expo 2022. At the event in Salt Lake City, Utah, on February 27th, visitors will get their first look at the new face of Häggglunds.

“Our drives are in constant development, and the new look is also an advance,” says Wolfram Ulrich, Vice President of Sales for Häggglunds products and solutions. “Customers will find familiar elements in the new design, such as the distinct red color of Häggglunds motors. But the Häggglunds logotype, for example, has become more streamlined and dynamic.”

Added to the logotype is a new element derived from the Häggglunds motor cam ring, the lines of which echo throughout the visuals. Ulrich explains, “Inside and out, a Häggglunds solution works to keep customers moving forward. That sense of motion and innovation will be integral to our communications.”

Why a singular identity is a common approach

The update is a matter of clarity as well as appearance. Häggglunds drive solutions are – and will remain – a part of the Rexroth offering. Yet the Häggglunds brand has unique longevity, much like the products themselves. The name Häggglunds has always been present on the hydraulic motors and has always had its place in customers’ hearts and minds.

“Häggglunds solutions have undeniable strengths and a committed team behind them, which is why the brand continues to resonate with customers,” says Tobias Brummer, Head of Brand Management and Brand Communications at Bosch Rexroth. “Positioning the Häggglunds brand more clearly is a win-win, as it affirms those aspects while opening the door to all that Rexroth offers.”

“Häggglunds benefits from being a part of Rexroth,” agrees Ulrich. “The new design makes the brand stronger in its own right, but there’s power in Rexroth’s endorsement and surrounding expertise. Becoming more visible while staying connected to Rexroth is the best of both worlds, for Häggglunds and for customers.”

To learn more about Häggglunds drive systems, visit www.hagglunds.com

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Basic Information Bosch Rexroth

As one of the world's leading suppliers of drive and control technologies, Bosch Rexroth ensures efficient, powerful and safe movement in machines and systems of any size. The company bundles global application experience in the market segments of Mobile Applications, Machinery Applications and Engineering, and Factory Automation. With its intelligent components, customized system solutions and services, Bosch Rexroth is creating the necessary environment for fully connected applications. Bosch Rexroth offers its customers hydraulics, electric drive and control technology, gear technology and linear motion and assembly technology, including software and interfaces to the Internet of Things. With locations in over 80 countries, more than 31,000 associates generated sales revenue of around 6.2 billion euros in 2019.

Basic Information Bosch

The Bosch Group is a leading global supplier of technology and services. It employs roughly 395,000 associates worldwide (as of December 31, 2020). The company generated sales of 71.5 billion euros in 2020. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 129 locations across the globe, Bosch employs some 73,000 associates in research and development, of which nearly 34,000 are software engineers.

About Häggglunds:

Press Contact

Please get in touch with our Press Contact

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Susan Strauss

+1 6106948352

susan.strauss@boschrexroth-us.com