

PRESS RELEASE

Manitou Group teams up with video game Farming Simulator 2019

Ancenis, November 15, 2018 — Manitou Group, a world leader in rough-terrain handling, has signed a partnership with “Farming Simulator 19”, the online video game with the largest community of farmers in the world. With three models incorporated into this version, the group is presenting its latest telehandlers and forklifts in a new and fun way, while at the same time enhancing brand awareness. Farming Simulator 19 will be on sale from November 20, 2018.

The famous farming simulation game created by GIANTS Software will now include Manitou solutions. The group affirms its position as a legitimate player in this benchmark game, with user-oriented solutions in terms of comfort, performance and profitability. Three new models representing three quite distinct ranges will be appearing: the MLT 737-130 PS+ telehandler from the NewAg range, the MLA-T 533-145 V+ articulated telescopic loader, and the MC 18 model, the first rough-terrain forklift to be included in the game.



The group wants to introduce its recent models to a wider audience by reaching all generations. *“Farming Simulator is the favorite video game of farmers today, with over 15 million copies sold in 10 years. It is exciting to be able to show off the features and benefits of our solutions (machines, options, and attachments) in highly realistic environments. Our aim is to promote these models through Farming Simulator, while offering players the*

opportunity to come and see the machines “in real life” when they are exhibited at trade shows,” explains Arnaud Sochas, Product Manager of the agricultural range.

Thanks to this partnership, the group will be able to contribute its latest innovations and even expand the represented product range within Farming Simulator in the future. In addition, the Manitou group's booth will include a game demonstration area during upcoming international trade shows such as SIMA in Paris in February 2019.





The publisher explains why he was interested in adding these three new machines to the simulations: *“The Manitou group has established an international reputation in the handling sector. It was important for us to be able to represent them in this new edition. These three models offer a very wide range of applications, which will obviously make all our players very happy,”* says Thomas Frey, Creative Director, GIANTS Software.

[Click here for a preview of how realistic the Manitou machines are in this future version of Farming Simulator](#)

Manitou Group, a world leader in rough-terrain handling, designs, produces, distributes and ensures services equipment for construction, agriculture and industries.

The group’s product lines include fixed, rotating and heavy tonnage rough-terrain telehandlers, rough-terrain, semi-industrial and industrial masted forklifts, skid-steer loaders on wheels or tracks, articulated loaders, backhoe loaders, aerial work platforms, truck-mounted forklifts, warehousing equipment and attachments.

Through its iconic brands - Manitou, Gehl and Mustang by Manitou - and its network of 1,500 dealers worldwide, the Group offers the best solutions by creating optimum value for its customers.

Headquartered in France, the group recorded revenue of 1.6 billion euros across 140 countries in 2017, and it employs 4,200 people, all committed to satisfying customers.