

The Liebherr Group's new web presence

- Relaunch as international umbrella brand portal on 30.6.2014
- Significantly more detailed information about the Group
- Interactive control elements and innovative web technology
- Quick access to information irrespective of the user's end device

Biberach / Riss (Germany) June 2014 – The Liebherr Group has fundamentally upgraded its web presence. The incremental relaunch of the liebherr.com site as an international umbrella brand portal takes its first step on June 30, 2014, when the corporate section goes live. From the brand values and company history to the product and service functions and also the new career section, the portal provides information all about Liebherr under one roof. The modern, responsive web design and the topic-related incorporation of interactive elements means that, with its high standards of quality, the Liebherr brand can also be experienced in the digital world.

Corporate and product information under one roof

The incremental relaunch takes its first step on June 30, 2014, when the corporate section goes live. The first phase of restructuring the liebherr.com site is focused on new content about the Liebherr Group. This is evident above all from the section entitled "About Liebherr" where for instance topics about the company founder and family partners, about corporate history - with its most important milestones - and about the areas of expertise and special features of the international production sites are presented. In the career section, which has also been newly designed, the Group positions itself as an employer brand with the principles of a family-owned business. This makes the traditional company - with its great capacity for innovation - considerably more transparent to the outside world. With the relaunch, the liebherr.com site becomes an integral umbrella brand portal.

In a second phase, which begins in the autumn of 2014, the individual product areas will be incorporated incrementally in the new Liebherr homepage concept. Here, Liebherr's product divisions are bundled centrally under the roof of the liebherr.com site into newly created product worlds. Until they are incorporated in the new umbrella

brand portal, the existing content of the individual product areas remains active and unchanged as separate internet portals.

Innovative web design for fast and easy access to information

With the new liebherr.com site, an innovative web presence has been created that meets the expectations of a wide range of target groups.

Interactive control elements are an important design feature of Liebherr's new presence. Among these, for example, are scroll and extension platforms, drop-down accordion menus, info sliders and intelligent search filters as well as maps with Google Maps functionality. These and other features ensure that the user can gain access to the desired information quickly and easily.

At first glance, the user will notice the modern design and responsive behavior of the new Liebherr homepage. Whether on a tablet or desktop computer, the interface adjusts automatically to the respective viewing medium and, of course, is also adapted to accommodate touchscreen operation. Optimization for smart phones is also planned in a future phase.

Caption

liebherr-relaunch-internet-2014-06.jpg:

From Juli 2014, the new liebherr.com umbrella brand portal offers additional content and a modernized web design for mobile end devices, too.

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