

Press release

Liebherr USA, Co. announces new Managing Director

- **New Liebherr USA, Co. Managing Director has been with the Liebherr Group for 17 years**
- **Kai Friedrich will officially assume new role on August 1**

Liebherr is pleased to announce the appointment of Kai Friedrich as Managing Director of Liebherr USA, Co., the sales and service organization based in Newport News, Virginia. Friedrich will be taking over the role previously held by Peter Mayr.

Newport News, Virginia (USA), August 3, 2021 – Liebherr welcomes Kai Friedrich as Managing Director of Liebherr USA, Co. and Divisional Director of Construction Equipment.

In his role as Managing Director, he will provide leadership and guidance necessary to oversee and implement the corporate and strategic plans for the nine product segments under Liebherr USA, Co., the sales and service organization. The nine product segments include: mobile and crawler cranes, tower cranes, components, concrete technology, refrigeration and freezing, mining, deep foundation machines, maritime cranes and construction equipment.

As Divisional Director for Construction Equipment, he will be responsible for managing the team of Liebherr sales, service, training and product management staff for the construction equipment product range which provides dedicated support, resources, and the latest products to the distribution network in the U.S market. He will lead the team in expanding and building strong relationships with dealers and affiliates in the U.S. to further increase sales and Liebherr’s market presence across the U.S.

“Kai Friedrich has a proven track record of leadership and many accomplishments with Liebherr over the years. He brings a wealth of knowledge and experience from several Liebherr companies in various international markets and will no doubt be a tremendous asset to the growth of our product segments here in the U.S.,” says Dr Torben Reher, Managing Director, Liebherr USA, Co.

Friedrich has 18 years of experience in the heavy equipment industry, with 17 of those years serving in a variety of roles within the Liebherr Group. Throughout his career with Liebherr he has held previous positions including Earthmoving Sales Engineer at Saudi Liebherr Co. Ltd, General Manager of Earthmoving and Mining for Africa and the Near East at Liebherr-Export AG, General Manager of Earthmoving at Liebherr-Africa (Pty) Ltd. and most recently Managing Director of Liebherr-Export AG.

“I am looking forward to working with our experienced team and the well-established distribution network in supporting and engaging our customer base, here in the U.S. It is a pleasure and honor for me to join

the Liebherr USA team. Considering the potential, diversity and importance of the U.S. market for Liebherr, I'm thrilled to lead the team into this new exciting period post COVID-19," says Friedrich.

Friedrich will officially take over the Managing Director of Liebherr USA, Co. role from Peter Mayr on August 1, joining Torben Reher, Liebherr USA, Co. Managing Director in Newport News, Virginia, overseeing U.S. operations.

About the Liebherr Group

The Liebherr Group is a family-run technology company with a highly diversified product portfolio. The company is one of the largest construction equipment manufacturers in the world. It also provides high-quality and user-oriented products and services in a wide range of other areas. The Liebherr Group includes over 140 companies across all continents. In 2020, it employed around 48,000 staff and achieved combined revenues of over 10.3 billion euros. Liebherr was founded in Kirchdorf an der Iller in Southern Germany in 1949. Since then, the employees have been pursuing the goal of achieving continuous technological innovation, and bringing industry-leading solutions to its customers.

About Liebherr USA, Co.

Liebherr USA, Co. based in Newport News, VA provides sales and service on behalf of nine different Liebherr product segments: earthmoving, mining, mobile and crawler cranes, tower cranes, concrete technology, deep foundation machines, maritime cranes; components, and refrigeration and freezing.

Images



Liebherr-Kai-Friedrich.jpg
Liebherr USA, Co. new Managing Director, Kai Friedrich

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