
**TII Group modernises and sharpens its brand positioning
Innovation, efficiency and sustainability: customer challenges
continue to drive the TII Group forward**

The TII Group is directing its product range even more closely to meeting the needs of customers. Crucial for this is the experience gained from 150 years of development and production of innovative and economical special vehicles for the transport and the precise manoeuvring of heavy loads in a wide range of applications. In this way, TII underscores the promise made to its customers of enabling them to achieve top performances every time.

Heilbronn-based TII is the partner of national and international logistics providers and heavy-load logistics specialists worldwide. TII Group subsidiaries have been manufacturing exceptional, innovative vehicles for transport and industrial logistics for more than 150 years now. Thereby they enable customers to efficiently solve their complex tasks so that they can literally move the world. "Move the World" is also this year's trade fair motto and the challenge of TII. At bauma 2022, the world's leading trade fair for the construction and mining industry, TII is presenting an impressive cross-section of its vehicles and range of services whereby the focus is very clearly placed on the needs of the customers.

Customers benefit from extensive specialist knowledge

The innovative power of the company group is based on the extensive know-how of its individual subsidiaries: SCHEUERLE in Pfedelbach (Germany), KAMAG in Ulm (Germany), NICOLAS in Champs-sur-Yonne (France) and TII India in Bawal (India). The TII Group ensures its collective passion is channelled to make certain that the heaviest and largest as well as most valuable loads reach their destination

economically, safely and sustainably whilst being completely at the service of its customers. The aspiration of the highly qualified engineers and technicians employed by TII is to fully engage with the needs of the customers and to develop together with them a tailor-made transport solution for each individual assignment. The desire to help existing customers as well as new customers to success applies to small and medium-sized customers as well as to large corporations.

Vehicle purchase establishes a long-term partnership

In addition to providing a reliable, durable, functionally safe and efficient means of transport, the partnership between manufacturer and customer also includes an extensive range of value-added services. At the TII Group, this ranges from comprehensive advice when purchasing a new vehicle and the provision of technical information as required before and during daily special transport assignments or the really big challenges through to an extensive after-market offer which includes the supply of spare parts, maintenance and repairs as well as refurbishment and retrofitting in order to keep proven means of transport up-to-date in accordance with the latest technology. The partnership lasts for the operational life of the vehicle.

TII Group with sharpened brand strategy and modern brand identity

The umbrella brand, TII, stands for the traditional and inventive homeland of the associated subsidiaries as well as for a strong and successful group of companies on which customers and partners worldwide can completely rely on. In order to make the sharpening of the TII brand positioning visible and tangible, a new corporate identity will shortly radiate modernity and attractiveness. In the TII pavilion on the Group's trade fair stand at bauma, visitors can find out more about the new brand identity and brand positioning.

Company profile

TII, a company owned by the Heilbronn-based Otto Rettenmaier family, is a globally active manufacturer of heavy-duty and special vehicles. It includes industry specialists TII SCHEUERLE and TII KAMAG and has a workforce of around 900 employees. With innovative vehicles for manoeuvring and transportation operations, the world market leader for heavy-duty vehicles with hydraulic pendulum axles supports its customers in the transport and logistics sectors, building industry, plant engineering, air and space travel, shipbuilding, energy, steel and mining as well as yard logistics for realising a wide range of complex transport tasks. The TII Group holds the current world record of over 17,000 tonnes for transporting extremely heavy loads on vehicles. TII stands for the tradition of innovation, customer orientation and partnership as well as for high product quality and sustainability in heavy-duty mobility.

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