

Mission Statement

clever farming



97+500.02.0806



Vision

"more success with Pöttinger"

At Pöttinger we have now been working for the success of our customers for 135 years. As a family-run business we strive for fair partnerships and reliable business relationships with authenticity.

By providing **up-to-date, innovative agricultural engineering technology** we provide a valuable contribution towards increasing productivity in agriculture.

With our products we aim to improve the working conditions of our customers by **helping to make their lives easier**.

Pöttinger focuses on customer proximity and offers high-quality products with the best possible **price/performance benefits**.

We appreciate the effort of our employees and **respect your interest** in our company and products.

Fulfilling this vision makes our efforts **worthwhile**.



Mag. Heinz Pöttinger

Dipl.-Ing. Klaus Pöttinger

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TIZ - Technology & Innovations Centre



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Company history



Alpha Motion - Machine of the Year 2006
The new generation of front-mounted mowers

2006



2004



Opening of Technology and Innovation Centre (TIZ)

2001

Acquisition of seed drill technology plant in Bernburg, Germany: founding of Pöttinger Sätechnik GmbH.



Introduced high-performance JUMBO loader wagon technology
Reinforced world-leading market position.

1999

commissioned a new hardening facility for wear parts in Landsberg am Lech.

1997



Extended tillage product range.

1995

New painting and powder-coating line.

1996

New quality management organisation with PVP (Pöttinger Improvement Process).

1991

Heinz Pöttinger hands over the company to the fourth generation: Mag. Heinz and Dipl.-Ing. Klaus Pöttinger.

1975

Acquired the Bavarian Plough Factory in Landsberg am Lech, Germany.

1972

Invented forage wagon - Pöttinger became the largest manufacturer of self-loading wagons in the world as a result.

1969

Developed maize harvester.

1963



Pioneering development of self-loading wagon technology.

1960

Developed the Pöttinger conveyor hay rake which revolutionised working on slopes.

1956

The third generation arrives: Alois, Hans and Heinz Pöttinger take over the running of the company.

1950



Series production of hay loaders and rakes.

1909

Company taken over by son Alois Pöttinger: manufactured mills, presses, forage cutters.

1871

Company founded by Franz Pöttinger in Grieskirchen: developed a forage cutting machine.



Customer proximity

Pöttinger is a family-run business and a trustworthy partner you can rely on for proactive decision-making, fairness and approachability: innovative, dedicated and authentic. We offer the chance to boost sales and profit by virtue of our extensive product range and ongoing marketing policy.

Customers:

Amongst others, our customers include:

- farmers and farm businesses,
- contractors and machine rings
- other users of agricultural technology

Benefits for customers and partners:

- Achieve higher yields
- Improve quality of life
- Give pleasure with our products

Products and services:

This benefit is created by providing tractor-mounted, implement-mounted and trailed implements for use in tillage, drilling and harvesting technologies as well as the associated services. On a case-to-case basis our specialised facilities (paint shop ...) also contract out their services to other customers.

Market:

Our main market is Europe, whereby our expansion started from central Europe. We look forward to the challenge presented by eastern Europe and ongoing internationalisation. New markets are tackled using proven products in the core market sector.





... innovative

- making life easier
- attractive design
- protecting ground and crop
- economical
- customer-oriented thinking and appropriate response

... dedicated

- keeping people in-touch
- responding rapidly
- taking responsibility

... authentic

- fair
- reliable
- respectful
- friendly
- safe





Company philosophy

Customers and sales partners

"Pöttinger is the brand that customers and sales partners are pleased to buy, and who gains the most trust."

All Pöttinger employees work together with our sales partners in dedication to the customer. It is the customer who decides how successful we are.

As a family company we strive to create a long-term, reliable and trustworthy partnership.

With advanced agricultural engineering we increase agricultural efficiency and contribute to a higher quality of life.

By establishing clear structures we ensure that our customers' needs have a direct influence on the way in which we respond.

Our marketing partners are specialist dealers and importers, who relate to Pöttinger and, together with a well trained team, meet all the distribution and service obligations.

In all the sectors of the market covered by us we expect a substantial share of the market. Dynamic marketing strategies and fair co-operation ensure mutual success.

Employees

"Pöttinger is the company where employees are happy to work".

As a family company we feel we have a special responsibility towards our employees.

We promote team-oriented, hierarchy-free management and sound personal relationships. We promote an atmosphere of trust, openness and willingness to accept change, in which our employees invest all their talents.

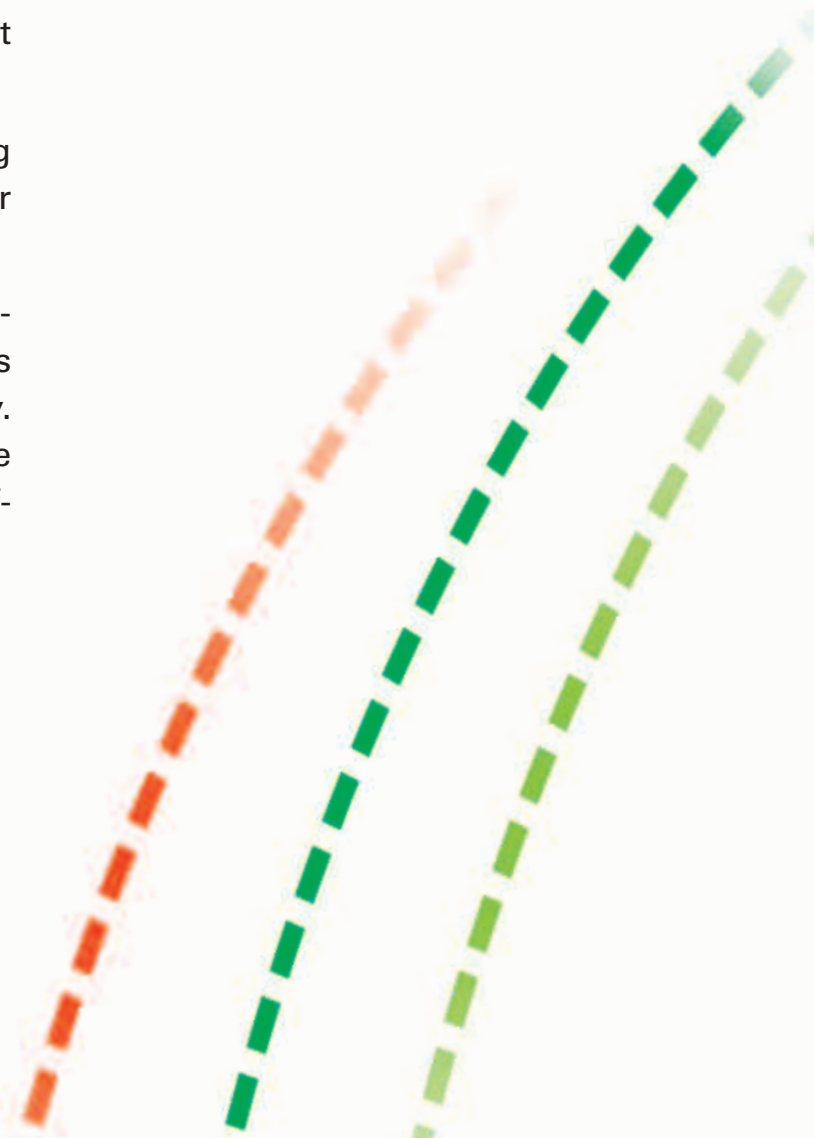
We expect our employees to work in a professional and disciplined fashion. Salaries are performance-related, fair and contain a bonus element dependent on the company's success.

We place great importance on life-long learning, motivation and keeping our employees informed.

We promote unsupervised decision-making by agreeing achievable goals and defined spheres of responsibility. The way in which team leaders operate as role models has a great deal of significance in this respect.

Above all, our company's objectives are best achieved in an environment which encourages our employees to achieve their own personal goals too.

With our ongoing, in-house "PVP" improvements process we want to provide the opportunity for employees to work more effectively and efficiently in order to boost the overall success of our company.





We focus our actions dynamically in response to each situation for the overall wellbeing of the company. In so doing we apply the following guiding principles:

Suppliers

"Pöttinger is the company which suppliers are happy to work with."

We build and maintain business partnerships with our suppliers.

With open, trusting communication we ensure that both partners can improve their market position.

We are a long-term partner who fulfils its obligations. Working as a team, our suppliers are involved from the start in taking responsibility for fulfilling market requirements to provide long-lasting improvement to quality and reducing costs.

Suppliers are selected based on the optimum mix of quality, delivery flexibility and price of the materials to be supplied.

Suppliers who operate on a batch-to-batch basis (order-specific manufacturing in small batches with short procurement turnaround times) are given preference.

Financiers

"Pöttinger is the company who financiers are pleased to support and extend the greatest trust."

We fulfil financiers' wishes for a solid and reliable profit. Profits provide the space for further investment, enabling growth to be financed and dividends to be paid. At the same time this is the best guarantee for job security.

We employ "Best Practice" measures to continually compare ourselves with the best.

We are always prepared for strategic cooperation. The independence of our family-run company is the basis from which we work.

Environment

"Pöttinger is the company that pays the highest regard to the environment in all its activities."

Our responsibility to the environment requires we make economical use of available resources.

We pay the highest regard to the environment in all our activities.

We have good relationships with local residents and work constructively together with the local authorities. We comply with all legal and business legislation. We take every available opportunity to optimise the use of energy and reduce waste.

