

March 2025

## TIME MANUFACTURING ANNOUNCES “ONE EUROPE” TO BETTER SERVE CUSTOMERS

- *Established brands will operate under unified European leadership*
- *Reinforces commitment to customer success, innovation, and operational excellence*

**Dallas and Düsseldorf, March 6, 2025** – Time Manufacturing Company (“Time” or the “Company”), a global manufacturer of vehicle-mounted aerial lifts and speciality equipment for fleet-supported industries, is proud to announce “One Europe,” a significant step in its European growth strategy. Effective immediately, Time’s established brands – Ruthmann, Versalift, France Elévateur, and Movex – will operate under a centralised European organisational leadership. While each brand will maintain its unique identity and market presence to ensure continuity for customers, this strategic alignment will enhance collaboration, streamline operations, and strengthen Time’s commitment to exceptional customer service, product quality, and innovation. The aim is a stronger customer focus.

By integrating expertise across Time’s European footprint, a centralised European leadership team will oversee engineering, services, and commercial functions, ensuring greater efficiency, responsiveness, and improved customer experience.

Roman Rariy, CEO of Time, said, "As the market leader, we continue setting the standard for service, innovation, and reliability." He added, "One Europe strengthens our ability to serve customers by combining the strength of a unified team with the familiarity of the brands they know and trust."

### **Enhanced Operations for Improved Service and Delivery**

To optimise performance across Europe, Time is unifying its European operations under a single management structure. Time’s customers will benefit from this integration via improved customer service, enhanced product availability, and shorter lead times while retaining innovative solutions tailored to their specific requirements.

Marcus Goncalves, Global Chief Operating Officer for Time, emphasized, “By centrally coordinating operations at the European level, we ensure high service levels, reliable deliveries, consistent quality, and agile innovation across all our brands and markets.”

### **Uwe Strotmann Appointed Chief Commercial Officer (CCO) for Time Europe**

In conjunction with “One Europe,” Time announced the appointment of company veteran Uwe Strotmann as Chief Commercial Officer (CCO) for Time Europe. With more than 30 years of industry experience, Mr. Strotmann will lead sales, marketing, and product and brand management to ensure Time’s offerings continue to evolve to meet customer expectations.

Mr. Strotmann commented, “I’m excited to take on this new role and collaborate with



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our teams to elevate customer satisfaction. Together, we will continue delivering industry-leading access platform solutions tailored to market needs.”

This milestone marks a new era for Time Europe, reinforcing its commitment to innovation, operational excellence, and customer success.

Time looks forward to this next chapter!

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Time Manufacturing Company is a global manufacturer of vehicle-mounted aerial lifts and specialty equipment for fleet-supported industries. Through Versalift, France Elévateur, Movex, Ruthmann, BrandFX and Aspen Aerials, the company provides truck-mounted platforms, crawler-mounted platforms and other specialised solutions. Serving over 100 countries, Time Manufacturing employs more than 2,400 employees worldwide, including approximately 1,300 in Europe.  
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