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## PRESS RELEASE: DRIVE PRODUCTS USA PARTNERS WITH ATLAS GMBH



Drive Products USA is excited to announce a new partnership with Atlas GMBH as a US importer for their renowned loader cranes. Atlas has over 100+ years of manufacturing experience, headquartered in Delmenhorst, Germany with 4 manufacturing and assembly facilities in Europe. Today Atlas GMBH supports 70+ countries with crane, excavator, material handling, and related attachments with an existing sales network that includes Canada and the United States.

The addition of Atlas loader cranes enhances Drive Products' growing portfolio of truck equipment solutions for a growing US customer base. Atlas GMBH articulating and wallboard cranes pair strongly with existing leading truck equipment products that includes Drive Products Manufactured Voth Truck Bodies (dump bodies & flat decks) and Kargo King Roll-Off Systems

Drive Products launch of the Atlas GMBH brand of cranes will occur through our established Wisconsin and Texas operations that include both Upfitting and Distribution divisions. Additionally, Drive Products is committed to bringing Work Ready Trucks to market through key Truck Dealer relationships for US cranes markets on trucks sized from Class 5 to Class 8. Drive Products will also inventory cranes in both locations to support a growing distribution network.

For Atlas GBMH, the partnership with Drive Products USA provides a renewed vision and alternative approach to existing channels of crane sales growth in the USA.

Furthermore, Drive Products USA provides Atlas GBMH a partner with an established upfitting, manufacturing, and distribution operations primed for future growth in the USA.



*Pictured From Left to Right - Ralf Ostendorf, Director - Product Development / Brahim Stitou, CEO - Atlas Group / Robert Edmonds, CEO - Drive Products / Gerhard Frerichs - GM Cranes*

To Learn More About Drive Products or Atlas Loader Cranes visit:

[driveproducts.com](https://driveproducts.com)

[atlasgmbh.com](https://atlasgmbh.com)