



“IF YOU DREAM IT, YOU CAN DO IT”

*“Dreams are the driving force behind every great project.
The moment you combine them with determination and hard work,
then no dream is ever too big.”*

A handwritten signature in white ink, appearing to read 'Riccardo Magni', located to the right of a vertical line.

Riccardo Magni – President & CEO



MAGNI MILESTONES

2014

Beginning of a relevant presence in the European markets.

2016

Launch of the RTH 6.46 SH. The highest rotating telescopic handler in the world, until 2020.

2018

Creation of the first branch overseas based in United States.

2013

Foundation of the company by Riccardo Magni with his children Carlo, Eugenio, Carlotta and Chiara.

Start of the industrial production in Castelfranco Emilia.

2015

Development of a telehandlers range with 21 models.

2017

Opening of new branches in France, Germany and United Kingdom.

A horizontal red arrow pointing to the right, with white circular markers at each year from 2019 to 2024. Vertical white lines connect each marker to its corresponding year and description.

2019

Launch of the RTH 13.26, currently still the strongest rotating telescopic handler on the market.

2020

Breaking a new record with the RTH 6.51 SH, the current highest rotating telehandler in the world.

2021

Completion of the new TH range with a total of 8 models.

Activation of the production line in the new HQ's plant in Castelfranco Emilia.

2022

Presentation of the new fixed telehandlers TH 4,5.15/19 and TH 5,5.15/19, both also available in "P" version.

2023

Launch of the new cabin on the RTH and TH ranges, and increase the total telehandlers models to over 30 products.

2024

Launch of first compact telehandler, the TH 3.6, and introduction of the agri range.

Growth of the overall range up to 45 models.





COMPANY VALUES

Magni's genuine knowhow is based on an Italian tradition of manual skills and custom-built products. We see these as indispensable values.

PASSION

Passion is at its best in each and every product in our ranges, thanks to a rigorous selection process. They are the very essence of our personality and help us to create unique, advanced products. They are what make us an ambassador of the Motor Valley.





DRIVE

At Magni, drive means choosing top quality manufacturing partners and selecting staff who are not only qualified in our key functions but specialists in them. Our drive also finds an outlet in our continuous endeavors to create new and advanced models and solutions. All of our R&D takes place internally, and thus its impact on the entire production line is immediate.

QUALITY

Quality is the meeting point between manufacturing and craftsmanship. Magni recognises the importance of a very meticulous and methodic approach especially during the selection of raw materials, to obtain the highest possible quality at every stage of the production.





PEOPLE

Magni's staff are central to every production process at all points within our supply chain. We believe that it is our employees who are behind every great success story. Magni has become what it is today thanks to the people who have believed and who continue to believe in our work.

INNOVATION

We are constantly seeking to innovate ourselves and our products through the most up-to-date technology to deliver outstanding performance. We always tried to reach our goals and develop our full potential, following our company. This is not just a concept, but also a clear idea of our direction and what we want to create.

SAFETY

Safety is our priority, and its importance is reflected in our products' development and production.

It is important that, during the innovation process, safety progresses are made simultaneously with new upgrades and innovations. That is how we design a modern and trustworthy machine. Throughout the entire production process, every step is closely monitored to ensure that safety measures are in place, and everything is done according to guidelines.

A secure work environment is essential and Magni's commitment to it is unwavering.

Our customers and their experiences in a protected environment are crucial to us. The goal is to maintain them safe and secure providing them the best possible performance.





PRODUCT DEVELOPMENT

Our production and design fix new standards for the lifting markets by creating more performing models in order to respond to our customers needs. We work closely with our key suppliers and partners to ensure the best solutions for our range of products. Our design concept is inspired by the experience of skilled employees, who have helped Magni to achieve a worldwide recognition.



115 ACTIVE PATENTS



COMPANY QUALITY CERTIFICATION

MAIN SUPPLIERS

LIEBHERR
Components

VOLVO
PENTA

WE
WÜRTH ELEKTRONIK

Gates

Trackunit

DANA

DEUTZ

Rexroth
Bosch Group

Danfoss

SSAB





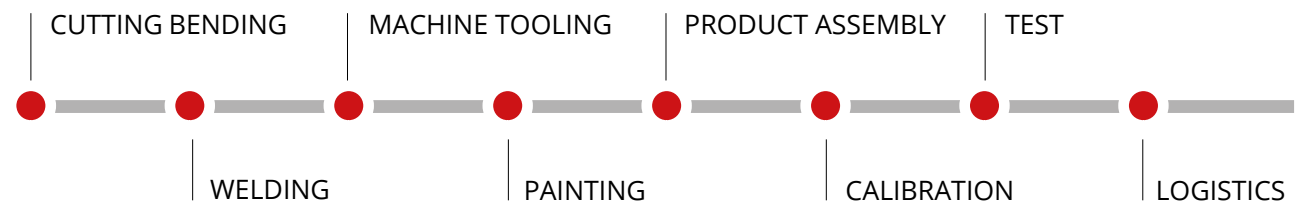


PRODUCTION FLOW

Excellence is a never ending journey, everyday we work towards becoming more efficient and perfecting our craft. At Magni, we are able to closely monitor this process by completing every core step of production inside our headquarters.

From cutting bending, welding, machine tooling and painting, to product assembly and calibration, and finally to testing before delivery, every single step is executed inside our plant. In this way, we are capable of creating a unique product and ensuring the highest quality.

A JUST IN TIME APPROACH







PRODUCT RANGE AND SECTORS

Our wide product range is why we are able to be present in multiple sectors, thanks to our particularly innovative and safe products. Which also allow us to display the best offer on the market for every company and load capacity.

MODELS



20 RTH



16 TH



9 HTH



34
SCISSOR
LIFTS



3
MAST
JIB



25
BOOM
LIFTS



5 THA

SECTORS



CONSTRUCTION



DEFENSE



LOGISTICS



HEAVY
LOGISTICS



EVENTS
AND FILM



CHEMICAL



FORESTRY



OIL



MINING



FOOD



AGRICULTURE



RECYCLING

WORLDWIDE NETWORK

Magni has its headquarters in Castelfranco Emilia, where everything started. Throughout the years we have rapidly expanded and nowadays are all over the world. Our presence abroad has allowed us to build a solid dealer network and discover new opportunities, while always remaining loyal to our roots.

HEADQUARTERS 1



BRANCHES 7



MARKETS 63



DEALERS 203



Branch
MAGNI TELESCOPIC HANDLERS UK
UNITED KINGDOM

Branch
MAGNI TH FRANCE
FRANCE

Branch
MAGNI BENELUX
BELGIUM

Branch
MAGNI DEUTSCHLAND
GERMANY

Branch
MAGNI EASTERN EUROPE
POLAND



HEADQUARTERS
ITALY

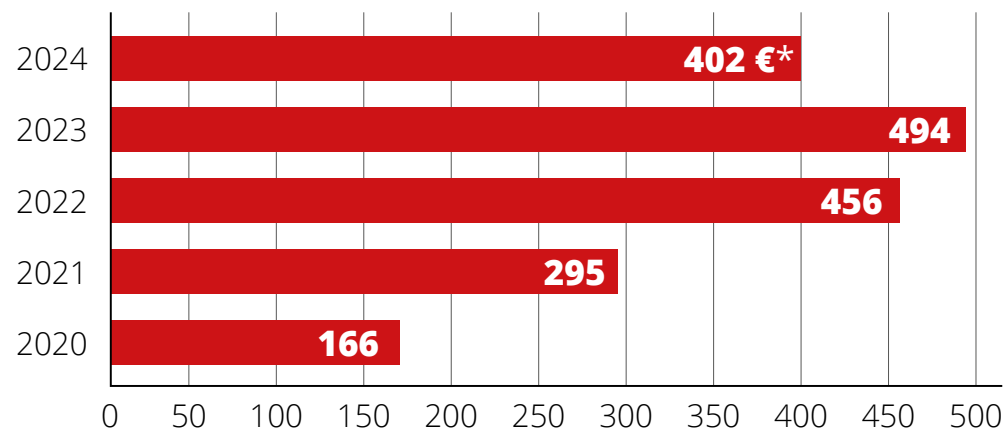
Branch
MAGNI SA
SOUTH AFRICA

Representative office
MAGNI ASIA PACIFIC
SINGAPORE

MARKET TREND 2020-2024

From 2020 to 2023, we have experienced a continuous growth, establishing ourselves. In 2024, the contraction of market conditions affected our results. For 2025, we aim to start growing again through innovation, operational efficiency and new solutions.

TURNOVER YEAR TO YEAR (in Mio EUR)



*provisional data



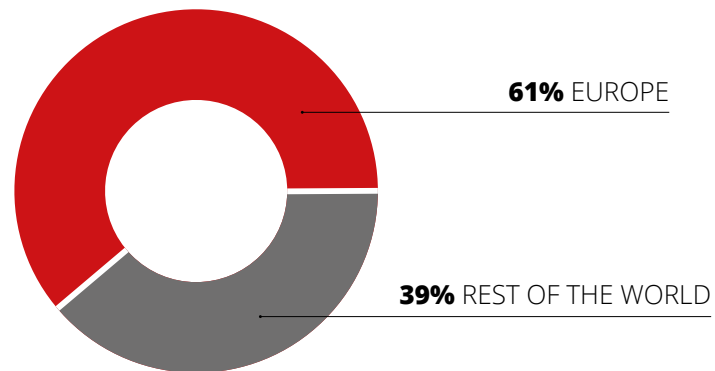


PRODUZIONE

PRESENCE IN THE MAIN MARKETS

Magni has been forging strong ties with its customers and dealers in order to build a reliable distribution network across the world. Our presence on all continents is proof of our commitment and underlines the prestige of our company Company that exports about 90% of the production thanks to the high quality of our products and the elevated and elevated standard of our.

2024 SALES
DIVIDED INTO
GEOGRAPHICAL
AREAS







PEOPLE

The rise of Magni's employees number has been characterized by a double digit growth. All of our people are crucial for our operations and their presence is what allowed us to become an international company. The ongoing recruitment in the years of new technicians, engineers, and specialists required to select skilled people and to keep them always updated.

GROWTH RATE 2020-2024



EDUCATION & TRAINING HOURS



+7.500 hours



146 WHITE COLLARS
330 BLUE COLLARS



36 AVERAGE OF
WORKER'S AGE

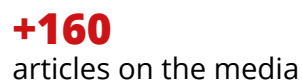
The above data refers to staff at the HQ in Castelfranco Emilia on 31st December 2024

A close-up photograph of a person's arm and hand. The person is wearing a dark-colored shirt. A blue webbing strap, likely a climbing rope or harness component, is held in their hand. The strap has a black rectangular patch near the top. A purple carabiner is attached to the bottom of the strap. The background is dark and out of focus.

#LIFTDIFFERENT



We achieved important results in 2024, with a significant growth of the interest in our social presence on our social channels and a strong rise in the number of unique users on the corporate website. We have also increased our visibility on the media with the publication of numerous articles, strengthening our position as a reference point in the industry.



Alzano




OSARE per crescere

Il centro di Alzano Innovation Center

Alzano Innovation Center è un polo di eccellenza nel mondo della tecnologia e dell'innovazione. È un luogo dove le idee si incontrano e si trasformano in realtà. È un luogo dove le aziende possono crescere e prosperare. È un luogo dove le persone possono imparare e crescere.

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NEW TILT AND TURN FORKS FOR MAGNI

Magni TH lancia il nuovo sollevatore telescopico TH 3.6



Magni Telescopic Handlers multifunctional rotating telehandler



BEST IN CLASS

SEMPRE PIÙ SU

NOUVEAUTÉS
Magni TH se lance dans l'entretien paysager avec le Magni Log Cutter

Que se passe-t-il lorsqu'un spécialiste de la maintenance dans des domaines aussi variés que le bâtiment, l'industrie ou l'agriculture, se lance dans l'entretien d'espaces verts ? C'est la question que l'on s'est posée, lorsque Magni TH a annoncé la commercialisation d'un nouveau grappin dédié à l'entretien forestier. Le résultat est tout simplement bluffant, tant en matière d'efficacité que de sécurité.

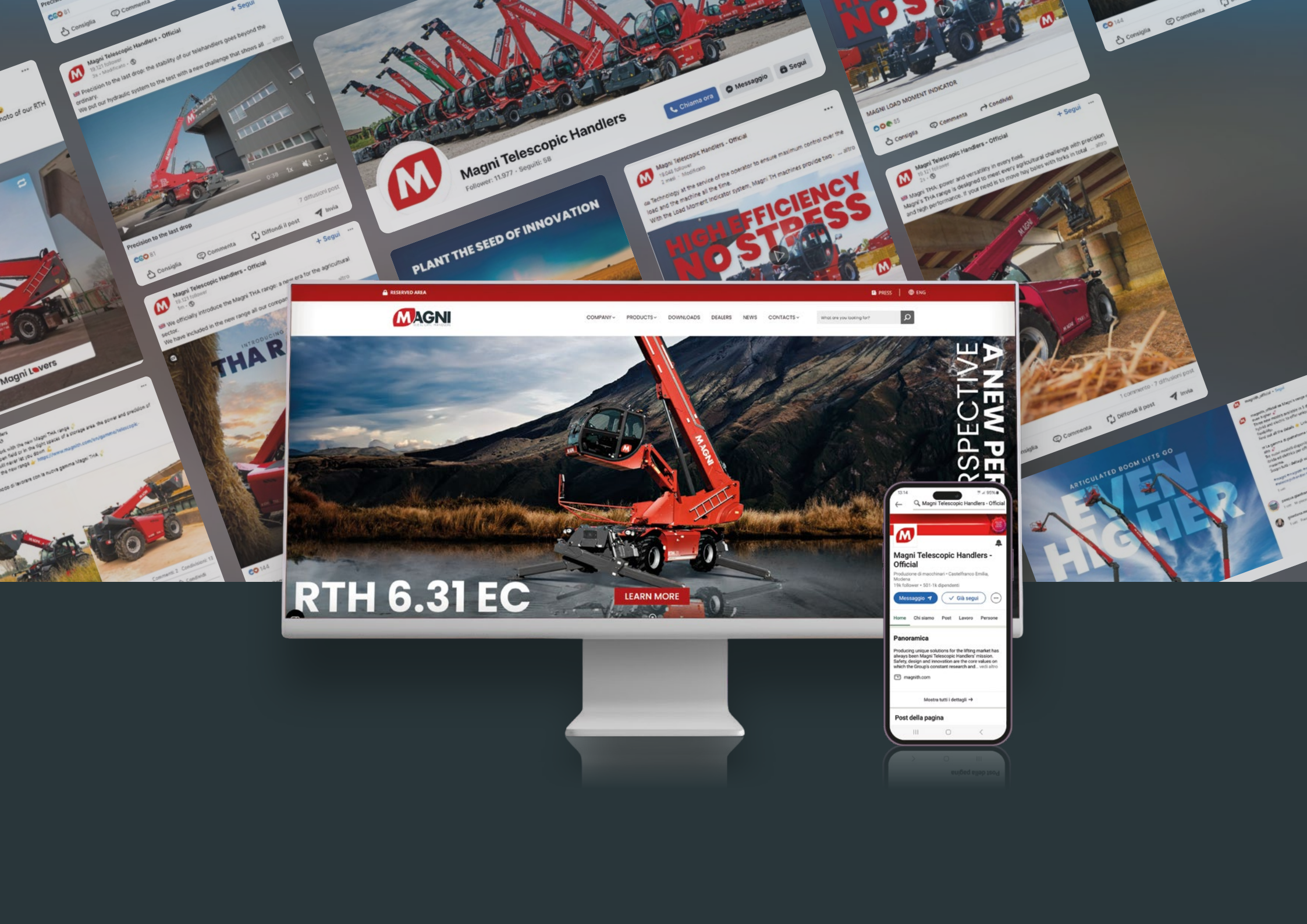


Sous l'impulsion d'Alain de la Porterie, député socialiste, la Région Île-de-France a décidé de développer une loi très large d'aménagement dans les trois départements de la Seine-Normandie. Ses membres ont donc voté la loi de la métropole dans le cadre de la loi relative à l'aménagement de la région Île-de-France. Cette loi a pour objet de définir les orientations de l'aménagement de la région Île-de-France et de la Seine-Normandie. Elle a pour but de définir les orientations de l'aménagement de la région Île-de-France et de la Seine-Normandie. Elle a pour but de définir les orientations de l'aménagement de la région Île-de-France et de la Seine-Normandie.

Leading the transformation

When most people would be contemplating retirement, the energetic **Ricardo Magni** founded a new company. He talks to **Don Jenkins** about telehandler innovation and how Magni stays one step ahead of the competition.

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MAGNI 2024 MAIN EXHIBITIONS

Magni is committed to participating in the most relevant exhibitions across key markets, ensuring continuous engagement with our customer base and staying at the forefront of industry developments.

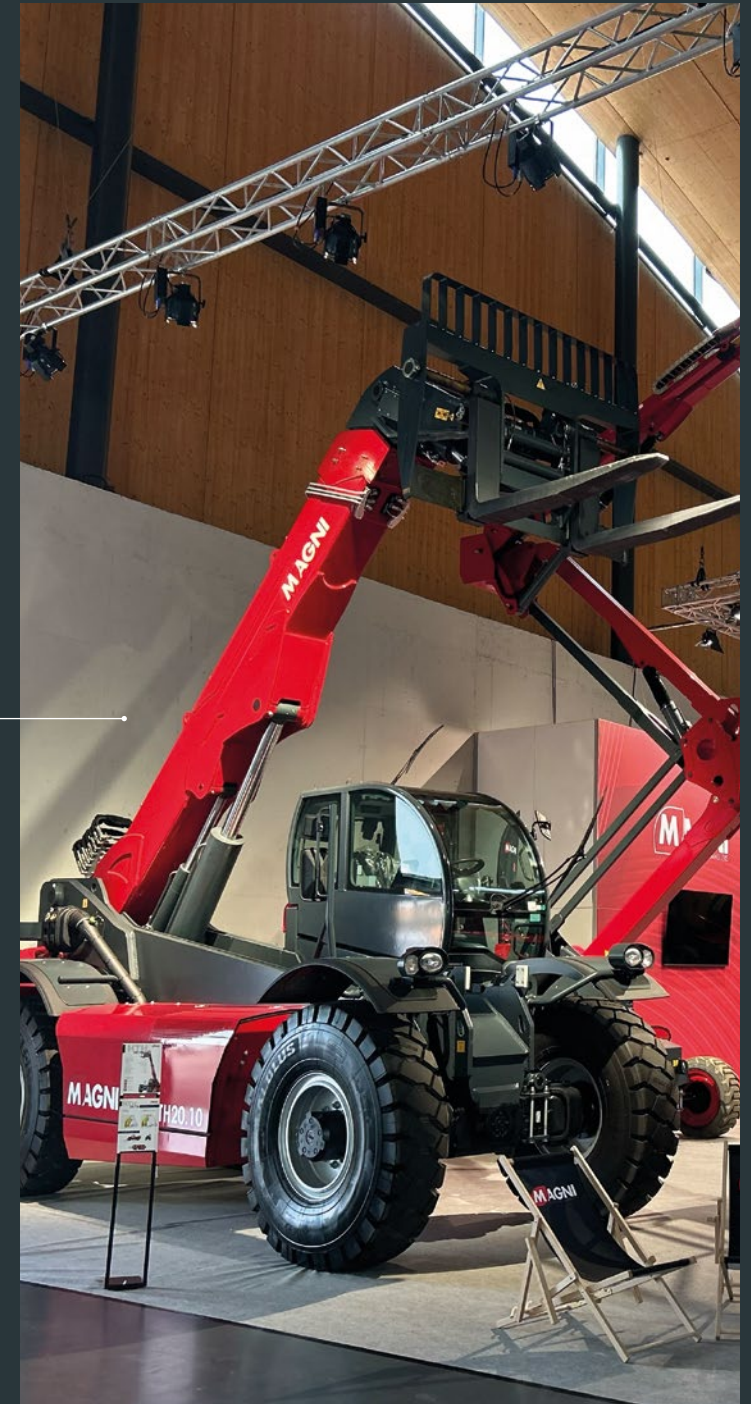
ARA SHOW

Las Vegas, US



PLATFORMER'S DAY

Karlsruhe, DE





INTERMAT
Paris, FR

VERTIKAL DAYS
Nottinghamshire, UK

EIMA
Bologna, IT





MAGNI FACTORY EXPERIENCE

The Magni Factory Experience allows visitors to immerse themselves in the core values that drive our company, such as innovation, attention to details, and commitment to excellence. This approach not only offers technical understanding, but also invites reflection on the value behind each of Magni's products. We enhance the Motor Valley territory, allowing people to discover its beauty and cultural heritage of the Emilia Romagna region.



AN HEADQUARTER FOR THE FUTURE

Magni is an ever-growing company, and the ongoing development of our HQs is an example of that. We have invested through the years in new spaces to manage the increasing numbers in our workforce with new offices and buildings. While we are expanding, we are also committed to sustainably doing that. For this reason, we have installed solar panels and promoted an overall environmentally friendly approach.



+1.000 MWh

ENERGY PRODUCED PER YEAR



80 HA

TOTAL SURFACE



+45.000 SQM

SURFACE BUILT



+50 (Mio)

INVESTMENT





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