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**Press information no:** 2021-04  
**Date:** 12th July  
2021  
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## SANY Group and SANY Europe see successful end to 2020

### SANY on course for success despite challenging times

**Bedburg, June 2021 – Although 2020 was a challenging year for the construction machinery industry, SANY ended the year on a positive note. While the global market saw a decline of 27%, the SANY Group continued to grow with turnover increasing by 31.3% (USD 2.4 billion) year-on-year to USD 15.3 billion. There was particularly strong growth in the market share of excavators, with North America, Europe, India and South Asia in particular recording increases of over 30%.**

Excavators were one of the biggest driving forces behind the Group's growth. At approx. USD 5.7 billion, turnover was up 35.8% on the previous year. Having produced almost 100,000 machines, that makes SANY the world's largest excavator manufacturer. There is also a strong growth trend in Europe: With some 61% more units sold, SANY surpassed the previous year's figures by a long way. SANY Europe is becoming established on the market: This can be seen not only in the figures, but also in the market presence. Whether it is in print or online media, the brand makes a confident impression with its refined image. The design of the communication material makes it clear that SANY is in Europe to stay.

### The future is looking bright

SANY Europe customers also benefit from the strengths of the world market leader. "We have translated SANY's brand values directly into technical innovations and new products, as well as the expansion of the dealer network and more service offers," says Ronald Ziegler, Construction Machinery Sales Director, describing the situation in Europe. "With seven new models in 2020 alone, we have more than fulfilled customer requirements for maximum efficiency and flexibility. To meet this demand, we have almost doubled the size of our dealer network in Europe and now have over 100 sales and service partners. Our in-house staff have also grown by around 40% – and we have added to the services we offer with our own rental park."

In keeping with this overall approach, an in-house research and development department has been established in Bedburg. This is an area that has always been given top priority at SANY. In 2020, investments made by the entire SANY Group in research and development increased by 33.2% to USD 951.6 million, with more than 5300 employees now working on the technologies of the future. No matter how digitalisation or alternative drives, in other words the world of construction and port machinery, may change in the future, SANY remains committed to its motto: "Quality changes the world".

## Images:



Figure 1: SANY Industrial Park Changsha



# SANY

Quality Changes the World



Figure 2: State-of-the-art production lines for excavator assembly at the plant in Kunshan



Figure3: SANY Europe in Bedburg



Quality Changes the World

SANY Europe is a company of SANY Heavy Industry, from Changsha. This is one of the three largest manufacturers of construction machinery worldwide, with a turnover of around 15.3 billion USD in 2020. The company, founded in 1989, offers a wide range of products, with more than 26 product families and over 300 machine models. These are developed, produced and sold by just under 36,000 employees around the world.

SANY's European site has been in Bedburg, near Cologne, since 2011. The site employs around 80 staff in Sales, Service and in adapting products for the European market. In 2020, SANY Europe sold more than 1400 excavators and around 40 port machines on the continent. With the help of more than 100 dealers, the turnover across the whole of Europe was more than €65 million in the same year.

SANY Europe's portfolio focuses predominantly on excavators and port-machinery. The SANY site, measuring approximately 12.5 hectares, provides space for a production hall and warehouse. Proprietary painting facilities, as well as an administration building and the SANY Hotel are also located on the premises.

The internationally recognised brand Putzmeister, based in Aichtal near Stuttgart is also a company of SANY Heavy Industry.

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