

PRESS RELEASE FROM DYNAPAC NORTH AMERICA

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Dynapac North America Hosts Event Launching New Visual Identity & Future Vision

The setting for the Dynapac North America visual identity launch at the historic Biltmore Estate in Asheville, North Carolina provided a beautiful back drop and relaxing atmosphere to showcase newly branded Dynapac equipment and share the future of the organization to 80+ dealers and rental partners from the US, Canada and Mexico.

The program started with presentations from Brian Bieller, North America President, Global Vice President, Herman Matthyssen and Global Vice President Aftermarket, Abhijit Som. There was reflection of Dynapac's past, an introduction to the Fayat Group and a glimpse into the future of Dynapac within the Fayat Family.

The excitement was electric as guests were whisked to a formal introduction of equipment in the new visual identity, including the red elements well recognized with the Dynapac brand. Equipment included the sixth generation CC1200 and CC4200 double drum asphalt rollers, CA1400 soil roller; and the newest edition to the Dynapac paver family, the FC1600C commercial class paver.

The Fayat acquisition of Dynapac from Atlas Copco was finalized on October 4, 2017, leaving a short window to launch the new visual identity before the upcoming trade show and Spring paving seasons. "We felt this event needed to happen now, not only to introduce the new visual identity, but to share the vision and strategy of Dynapac's future with our partners", said Brian Bieller. Victor Rig, Harter Equipment said, "Dynapac did a great job of showcasing the new products, vision and plan moving forward."

Dynapac North America will publicly launch the new visual identity at the National Pavement Expo, The (ARA) Rental Show and World of Asphalt during first quarter 2018.

Dynapac is a leading supplier of high tech soil and asphalt rollers, pavers and milling equipment, committed to strengthen customer performance. Dynapac is represented worldwide via its own regional sales- and service offices, and also cooperates with an extensive and professional distribution network. Headquartered in Wardenburg, Germany, Dynapac has production facilities in Europe, South America, and Asia. Dynapac is part of the FAYAT Group. The North America customer support center is located in Rock Hill, SC, with parts distribution in Charlotte, NC. www.dynapac.us.

Dynapac Road Construction Equipment

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Pre-Launch Presentation:



Dynapac Aftermarket Team Presentation:



Dynapac Rental Partners learn features and benefits of new CC1200 IV Roller

