**60 years of SENNEBOGEN at bauma – a success story for the green heart of bauma**

**World trade fair bauma's success story started in 1954 with just 58 exhibitors at Theresienwiese in Munich. Fast forward to today and the exhibition space and the number of exhibitors have increased 50-fold. SENNEBOGEN, as one of the first exhibitors, has been there without fail since 1959 and is celebrating its 60 year bauma anniversary in 2019. A success for the family company from Straubing in Lower Bavaria.**

As Straubing and Munich are only 150 km apart, bauma is almost like an in-house trade fair for SENNEBOGEN and close enough to home to be closely linked to the development of the family company. Founded in 1952, it was only seven years later that Erich Sennebogen sen. decided to become an active exhibitor at the growing trade fair in Munich. During the first years of the trade fair, which took place annually at the time when there was a lot of post world war reconstruction going on, the Munich fair established itself as the world's leading trade fair for construction machinery and equipment with a growing number of international exhibitors and became an important industry meeting point.

**Industry highlights and product innovations – what bauma stands for**

Alongside the growing importance of the fair, SENNEBOGEN was also growing and in 1959 a new plant was built in Straubing with a total floor space of 44,000 m² – the foundation for rapid development. Just a few years later in 1960, the 1000th excavator left the factory. Back then, bauma was the regular highlight of the industry, and new developments were traditionally presented to the global public in Munich. For example, in 1969, the first fully hydraulic crawler crane attracted a lot of interest at the SENNEBOGEN stand. In 1972, the first SENNEBOGEN hydraulic excavator with plastic bodywork caused quite a stir.

Since 1977 the continuously growing trade far changed to a three year cycle. SENNEBOGEN made history at the 1980 bauma with the world premiere of the hydraulically adjusting, articulated boom (GAUH). This groundbreaking innovation changed the world of hydraulic excavators and, to this day, remains the global standard. The machine manufacturer from Lower Bavaria has also been a market leader when it comes to environmental protection and emissions reduction. In 1989 the Bavarian Environment Minister awarded SENNEBOGEN the blue environment angel for the most silent excavator in the world. Where? At bauma, of course, and in time for the fair's 35th anniversary!

**Present for 60 years and the green heart of bauma once again in 2019**

Today, SENNEBOGEN, with a company history of over 67 years, has become the global market leader in various sectors of the materials handling and crane technology industries. The solidarity with bauma is evident, not only from the fact that the company has been a loyal and continuous attendant at the fair for 60 years, but also from its significance at the heart of the construction machinery industries.

In 2019, SENNEBOGEN will once again be the green heart of bauma. In April, the central outdoor area of over 2,000 m² will be filled with a total of 11 exhibits ranging from small telescopic handlers to large crawler cranes. Once more, for one week, the Munich trade fair will be the meeting point for construction machinery enthusiasts, customers and manufacturers from the global construction machinery industry. The 2019 fair is expected to have a total floor space of 614,000 m², around 3,500 exhibitors and over 600,000 visitors. bauma is constantly growing and with it the exhibitors. 2019 will be a record year for SENNEBOGEN too. The team of sales personnel and sales and service partners has never been bigger, the product range has never been more comprehensive and the anticipation has never been greater than for the 60th trade fair anniversary at bauma in April 2019.

**Captions:**

SENNEBOGEN has been exhibiting at bauma since 1959. Initially at Theresienwiese as in this picture taken in 1961, and then later at the exhibition site in Munich Riem.

SENNEBOGEN's product innovations are always presented to the public at bauma in Munich. For example, the quietest excavator in the world in its day was awarded the blue environment angel in Munich in 1989.

In 2019, SENNEBOGEN will celebrate its 60-year trade fair anniversary. The family company has been continuously represented at bauma since 1959. In April, the industry will once again meet up in the green heart of bauma.