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STIHL Magnesium Diecasting expands manufacturing operations and creates new jobs

STIHL Magnesium Diecasting, based in Weinsheim in the German state of Rhineland-Palatinate, is expanding its manufacturing capacities for e-bike components in response to its robust and consistent growth in the e-bike market segment. The company plans to install new production facilities in the form of machinery and associated infrastructure in its existing factory buildings, investing approximately 16 million euros. “Expanding our capacity for e-bike components will increase our competitiveness in this segment,” said Hartmut Fischer, general manager of STIHL Magnesium Diecasting. “The trend is continuing toward lightweight, compact drives, the manufacturing of which requires the use of magnesium.”

STIHL Magnesium Diecasting manufactures lightweight e-bike drive housing components and counts the German market leader for e-bike drives among its customer base. STIHL expects to see order volume increase over the next few years, and is therefore aiming to double its production volume by 2023. Half of the total investment will be made this year. The expansion at STIHL Magnesium Diecasting will also create up to 70 new jobs in the region in the medium term.

One of the largest and most modern magnesium diecasting plants in Europe

Founded in 1971, STIHL Magnesium Diecasting is celebrating its 50th anniversary this year. Today, it is one of the largest and most modern magnesium diecasting plants in Europe. With its high-quality products, the plant is an important part of the global STIHL manufacturing network. A workforce of approximately 800 in Weinsheim produces high-quality magnesium components for chainsaws and power tools, as well as for the automotive, motorcycle, bicycle, electronics and medical technology industries. Roughly 30 percent of its revenue comes from diecasting projects for external customers. The plant has grown consistently over the past few years, and a new production logistics facility was added in July 2020.

Company Portrait

The STIHL Group develops, manufactures, and distributes outdoor power equipment for forestry, agriculture, landscaping, construction, and discerning consumers. The product range is complemented by digital solutions and services. The products are sold to end users through authorized servicing dealers and STIHL's online shops, which are set to be expanded internationally over the next few years. The STIHL Group's sales network consists of 41 sales and marketing companies, approximately 120 importers and more than 54,000 independent, authorized dealers in over 160 countries. STIHL has its own manufacturing plants in seven countries: Germany, the US, Brazil, Switzerland, Austria, China and the Philippines. STIHL has been the world's best-selling chainsaw brand since 1971. The company was founded in 1926 and is based in Waiblingen near Stuttgart, Germany. In 2020, STIHL achieved a worldwide sales volume of 4.58 billion euros with a workforce of 18,200.

This press release and pictures are available for downloading from the STIHL website at <https://www.stihl.com/press.aspx>.

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