

Waiblingen, June 21, 2018

VIKING becomes STIHL Tirol

VIKING GmbH, based in Langkampfen, Austria, will be renamed STIHL Tirol GmbH as of July 1, 2018. The change of company name is part of the [rebranding](#): As of 2019 the entire VIKING product line will be sold exclusively under the STIHL brand. “At the beginning of this year we successfully changed the first green garden tools, that’s to say the cordless lawnmowers, to STIHL orange. The brand change and the new company name, STIHL Tirol GmbH, are now visible in the company’s livery“, said STIHL executive board chairman Dr. Bertram Kandziora. VIKING garden tools can be purchased from STIHL servicing dealers up to the end of 2018. The STIHL Group pledges that the regulations for VIKING products regarding warranty, spare parts and service will continue to apply after the brand change.

STIHL Tirol, as a center of excellence for wheeled garden tools, will continue to manufacture products and develop them jointly with the STIHL founding company. The plant in Langkampfen produces a large proportion of the STIHL cordless and corded electric products and is thus a key member of STIHL’s worldwide manufacturing network. Dr. Clemens Schaller, managing director of STIHL Tirol, stated: “In order to meet the global increase in demand for garden tools that we expect to see, we have recently invested [EUR 22.8 million](#) in expansion of production and product development at Langkampfen. This record investment creates 100 new jobs and thus sets the course for further growth at our plant in Langkampfen”.

Company Portrait

The STIHL Group develops, manufactures and distributes power tools for professional forestry and agriculture as well as for garden and landscape maintenance, the construction sector and the demanding private user. The product line is complemented by a range of VIKING garden power tools which will be sold exclusively under the STIHL brand as from 2019. Products are distributed through appointed dealers, including 37 sales and marketing subsidiaries, about 120 importers and more than 45,000 servicing dealers in over 160 countries. STIHL has manufacturing plants in seven countries: Germany, USA, Brazil, Switzerland, Austria, China and the Philippines. STIHL has been the world’s top-selling chain saw brand since 1971. The company was founded in 1926 and is based in Waiblingen near Stuttgart. In 2017, STIHL achieved a worldwide sales volume of 3.8 billion euros with a workforce of 15,875.

This press release and pictures are available for downloading from the STIHL website at <http://www.stihl.de/tages-wirtschaftspresse.aspx>

Your contact for daily and business press:

ANDREAS STIHL AG & Co. KG
Dr. Stefan Caspari
Head of Corporate Communications and Public Relations
Andreas-Stihl-Straße 4 / 71336 Waiblingen
Tel.: +49 - (0) 7151/26-1402
Fax: +49 - (0) 7151/26-81402
Email: stefan.caspari@stihl.de