

December 17, 2013

### **STIHL opens sales subsidiary in Colombia**

The STIHL Group has opened its own sales subsidiary in Colombia and will therefore be directly responsible for sales and distribution of chain saws and other handheld power tools in that market as from January 2014. STIHL S.A.S. Colombia is based in Rio Negro, not far from Medellín airport. Norbert Pick, STIHL board member responsible for Marketing and Sales, foresees growth opportunities in Latin America's fourth largest economy: "Colombia has considerable agricultural resources. I see strong potential for our products resulting from intensive market coverage – especially as brand-name products are highly regarded in Colombia and German products have a very good reputation."

Colombia, situated in the north of South America, is three times the size of Germany and has a population of some 47 million. Medellín is the country's second largest city and an emerging center with an acceptable infrastructure. STIHL Colombia starts operations with a staff of 25. The first dealer meeting was held in Medellín on December 10 - 12. On that occasion STIHL's specialist retailer strategy was explained and new products presented.

#### **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 range of garden power tools from VIKING complements the product line. Products are distributed exclusively through authorized dealers, including 34 marketing subsidiaries, about 120 importers and more than 40,000 dealers in over 160 countries. 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 2012, STIHL achieved a worldwide sales volume of 2.78 billion euros with a workforce of 12,338.

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This press release is available for downloading from the STIHL website at <http://www.stihl.com/daily-pressbusiness-press.aspx>

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