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PRESS RELEASE

FOR IMMEDIATE RELEASE

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DFD Loaders announces exclusive U.S. distribution of Schäffer construction wheel loaders

CORAL SPRINGS, Fla., October 1, 2018 -- Schäffer, the world-renowned German brand of compact and telescopic articulated loaders, is now available in the USA via Florida-based distributor DFD Loaders. Beginning Q4 of 2018, U.S. buyers can choose from 13 models ranging from 25 HP to 157 HP for different size jobs.

While Schäffer boasts a six-decade history of innovation and distribution in more than 40 countries, the brand's partnership with distributor DFD Loaders marks the first time its construction equipment line will be widely available in the U.S. "U.S. distribution is an important milestone for our brand, so finding a partner that shares our commitment for superior quality and service, such as DFD Loaders, was a must," said Mario Middeke, Export Sales Manager at Schäffer.

Handpicked to meet the needs of the landscape, tree care, construction, snow removal, and property maintenance industries, Schäffer's entire U.S. product lineup meets EPA Tier 4 Final/EU Stage IIIB emission standards and is compatible with most skid steer attachments in the market, due to a universal quick-connect headstock, which comes standard. Other notable design features include patented technology which makes the center pivot considerably stronger than those of competing products and virtually indestructible, as well as original Schäffer axles designed specifically for high thrust forces.

"After watching the trends in the ultra-compact wheel loader market, we set out not only to introduce a line of superior products, but to do so while providing only the highest level of service", said David Font, CEO of DFD Loaders. Font, a Landscape Architect with experience spanning two decades, first approached Schäffer seeking a solution to a specific problem commonly encountered in the field. "There was simply no machine on the American market small enough to fit through most conventional 36" gates, that could lift more than 3,000 pounds. Schäffer's 2428 SLT model is the only machine in the market that can do that," he said.

Schäffer's machines are widely recognized for their superior German engineering and unique approach to loader design challenges, particularly that of lifting heavy loads despite relatively low operating weight. Another product expected to draw a high level of interest is Schäffer's model 24e -- the world's first electric wheel loader with lithium-ion technology that can reach 12.4 mph. It promises emission-free operations and significant savings in maintenance and operating costs, as well as the potential to deliver operation for an entire day of work with only a short charge, achievable for example, during a regular lunch break.

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About DFD Loaders, Inc.

Headquartered in Coral Springs, Fla., Schäffer's U.S. partner, DFD Loaders, is the exclusive importer and distributor of Schäffer construction equipment in the U.S. DFD Loaders is introducing the line to the American market with a product lineup that includes 13 loader models ranging in size and power capacity (25 to 157 HP), all optimized for the construction, landscape, tree care, snow removal, and property maintenance industries, among others – joining a distribution network of more than 40 countries. Digital press kit available at www.DFDLoaders.com/pressroom

About Schäffer

Schäffer Maschinenfabrik GmbH, a German company, is one of the leading manufacturers and suppliers of compact and telescopic articulated wheel loaders in Europe. Schäffer, founded in 1956, is known as an innovative, flexible, and international company. Characterized by its superior German engineering, the company's exclusive line of high-performing equipment is distributed in more than 40 countries. For additional information, please visit www.schaeffer.de/en.

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