

**MAGIRUS** FIRE PROTECTION TECHNOLOGIES



**SERVING HEROES. SINCE 1864.**

 **MAGIRUS**



*“Those who face fire  
need strong allies.”*







  
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# FIRE-FIGHTERS DON'T SIMPLY DO A JOB. THEY FOLLOW A CALLING.

Our mission is to develop and build the best fire-fighting equipment in the world.

Every day fire-fighters and disaster responders all over the world do their best to save lives, defy the forces of nature and save people in difficult situations. This requires them to constantly overcome their own limitations and become the real heroes of our time. These people not only have a career, they're living out a calling. Our mission is to give them ideal support for facing all their challenges and provide them with the best equipment possible.

That's why we do everything we can to produce the most innovative and reliable turntable ladders, fire-fighting vehicles, rescue vehicles, logistics vehicles, special vehicles, airport fire-fighting vehicles and components.

We are utterly convinced that the best fire-fighting equipment is built by fire-fighters themselves. They know exactly how their comrades think, what they need in an emergency, what makes their job easier and how to make sure they are as safe as possible.

This is the reason why many of our staff are themselves in fire-fighting and disaster response teams and stay in close contact with their customers, who are at the same time their comrades. This lets us continuously create trend-setting innovations adopted for use by fire brigades all around the world.







*“There are no second chances in an emergency. That’s why everything has to be right from the very start.”*



# EVERY MAJOR DEVELOPMENT BEGINS WITH A VISION.

Conrad Dietrich Magirus, Ulm fire-fighter, visionary, pioneer in fire-fighting technologies and trendsetting innovations – The man who still drives Magirus today.

150 years ago Ulm fire-fighter Conrad Dietrich Magirus had only a single goal: Making life safer for himself and his comrades and making it easier to respond to emergencies. He found everything that had been developed for fire-fighting until then was not good enough. Through personal on-the-job experience as a fire-fighter and commander he knew precisely where to look for potential improvements. Even his first invention revolutionised the world of fire-fighting: The “Ulm Ladder”, a two-wheeled extension ladder which can be climbed when free-standing and moved when extended. In 1873 the ladder won the Gold Medal at the Vienna World’s Fair. Soon hardly a fire brigade anywhere is without this innovative ladder.

The name Conrad Dietrich Magirus soon gained worldwide renown. The company he founded in 1864 continued to do his reputation justice as a fire-fighting pioneer in the following decades. When the company founder passed on in 1895 at the age of 70, his three sons took the helm at the company and carried on his life-work.

Magirus remains the quintessence of innovation, having introduced the elevator patent ladder, the petrol driven fire pump, the first self-propelled electric turntable ladder, the first light pumper with a 1.5 ton chassis, the early predecessors of the tank pumpers, the so-called “water wagons”, and the first motorised tank pumper capable of carrying large amounts of water and foam compound, a built-in front-end Magirus pump and two quick attack units: The first airport fire-fighting vehicle.







*“To leave your mark, you have to leave the beaten path”*



# AT HOME IN GERMANY. ON THE JOB AROUND THE WORLD.

Around the globe Magirus embodies the art of engineering and quality, proven in practice thousands of times.

A lot has changed since early days, and a lot has stayed the same. Today Magirus still embodies the spirit of new ideas, innovative technologies, outstanding quality, perfection in craftsmanship and absolute practical orientation.

Fire brigades and disaster protection teams around the world count on Magirus developments. And they're not disappointed, as is demonstrated by countless international awards and most of all by the large number of fire brigades who tell us about their toughest missions and the outstanding performance of our products.

We employ approximately 1300 people at 4 locations around the world. Our competence centre for fire-fighting vehicles in Chambéry electrifies French customers, in Kainbach Austria we produce vehicles for fire brigades in Austria, South Tyrol and neighbouring Eastern European countries. We produce airport fire-fighting vehicles as well as special vehicles and forest-fire-

fighting vehicles in Brescia, Italy. And the heart of Magirus still beats in Ulm, Germany, in our competence centre for fire-fighting which we call the Excellence Center.

CNH Industrial was created in 2013 from Fiat Industrial and CNH Global. It is among the world's largest companies in the investment goods sector.

Members of the corporate group include renowned manufacturers such as CaseIH, Steyr and New Holland (products for the agricultural and construction industries), Iveco (trucks, special vehicles and buses) and FPT Industrial (engines, transmissions and axles). CNH Industrial is represented in 190 countries with 12 brands, 64 factories, 48 research and development centres, 71,000 employees and a sales network of approximately 10,000 dealers. This lets Magirus rely on a across the group network of engineers as well as on technologies developed group-wide and lets us leverage special synergies.





A large industrial building with a glass facade and a red Magirus logo on the upper section. In front of the building, a row of red and white IVECO fire trucks is parked on a gravel lot. Two white flags with the Magirus logo are also visible. The sky is overcast with grey clouds.

# MAGIRUS





# EXCELLENCE MEANS DOING YOUR BEST EACH AND EVERY MOMENT.

In our Excellence Center customers and comrades can take a look behind the scenes, exchange experiences and benefit from an enormous wealth of expertise.

More than just a location, more than just production: Our Excellence Center for Firefighting in Ulm consolidates our expertise.

Here we develop, produce and test the latest technologies before approving them for series production. This is also home to our research and development department, ultramodern large-scale production systems, state-of-the-art testing facilities for calibration and software programming for pumps and vehicles, acceptance and audit areas.

Our brand's heart beats in Ulm. This is where we greet the people most important to our company: our customers, fire brigades from around the world which receive their Magirus vehicles in the Excellence Center.

They can also experience their vehicles live in action here, testing them down to the bone and getting a first-hand look at our production facilities. And of course they can also learn everything there is to know about Magirus technologies and their use in practise: our "Magirus Fire Fighter Academy" is also part of our giant Excellence Center.









# EVERY MISSION IS UNIQUE. SO ARE OUR VEHICLES.

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Each of our vehicles is as individual  
as the fire brigade for which we build it.

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At Magirus every single employee contributes significantly to the success of the company. The engineer who is also a fire-fighter, integrating his own experiences in the development of new technologies, the welder, the painter, the mechatronic technician – they all ensure that our name stands for the highest quality, reliability and safety, everywhere around the world. They execute the hundreds of work steps necessary to build an individual vehicle corresponding exactly to the customer's requirements.

Along with flawless high-tech production lines, in many areas we also work as a traditional, highly specialized manufacturing operation in order to best fulfil each of our customer's individual demands. From the chassis, the right crew compartment, electronic and CanBus technologies all the way to the custom HMI – Human Machine Interface, from the aluminium profile to the pump, everything is made by Magirus and assembled right on location. This uninterrupted production chain makes sure every Magirus fire-fighting vehicle meets the highest of quality standards.









# THE SPIRIT OF INNOVATION MOVES US TO TOP PERFORMANCE AGAIN AND AGAIN.

Our innovations constantly guarantee more safety and efficiency in emergency situations.

There's nothing that we can't make even better. This is the conviction embodied in all revolutionary and evolutionary Magirus developments, always working towards a single major goal: Making the fire-brigade's job easier and safer in any situation.

In 1994 Magirus introduced the world's first articulated turntable ladder ready for serial production. For the first time this revolutionary technology lets teams easily reach rescue locations on building roofs in narrow streets, snarled corners of industrial plants, steeply slanting roofs, parapets and subsurface areas. This was the beginning of a completely new product category which has proven itself invaluable a thousand times since.

Today there are Magirus articulated turntable ladders with telescopic arms, individual extension systems, individual rescue cages, integrated water piping and monitors and much more.

With the AluFire 3 introduction Magirus once again asserts its role as the leader in fire-fighting technologies. AluFire 3 is not only the logical further development of the revolutionary aluminium superstructure from 1988, it also represents a completely new generation.

The essence of the AluFire 3 superstructure is its excellent functionality on everyday missions and the way it benefits the user, reduced to a maximum of first-class, innovative and practically oriented technologies that can be ideally exploited by fire brigades. The complete, integrated superstructure features an impressive elastic superstructure mounting, a variable modular frame, new pump housing, an energy management system, the unique modular tank system, CAN-Bus control and an HMI® control unit in the pump stand and in the cab.

Another Magirus innovation, the Magirus CS System (CS: Computer Stabilized), lets this fire-fighting turntable ladder remain stable and almost completely free of oscillation, even in high wind and when quickly moving into the rescue position. The computerised active oscillation damping system, the only one of its kind in the world, detects even basic oscillations and harmonics as soon as they begin to emerge and actively counteracts them. The result is increased safety, better ease of positioning, greater comfort and quicker manoeuvrability. Fire brigades around the world swear by this Magirus technology.



/ CS Control



/ Articulated Arm Technology







# WHEN YOU NEED THE GREATEST SAFETY YOU CAN GET, THERE'S NO ROOM FOR COMPROMISE.

In an emergency the smallest detail can be a matter of life and death. That's why everything bearing the Magirus name is perfected down to the very last feature.

Every single second, somewhere in the world a building catches fire, a major fire breaks out, a roof collapses, a landslide occurs, there is a serious accident, people have to be rescued from countless dangerous situations and the smooth functionality of infrastructure has to be guaranteed.

In situations like these every helper and every response team has to count on their equipment. That's why we do everything we can to make sure each individual product bearing our name is excellent, without compromise. From development, materials and manufacturing all the way to the smallest details in finishing.

Our product portfolio includes innovative turntable ladders for every application area, fire-fighting vehicles in all classes, rescue vehicles and logistics, trend-setting airport fire-fighting vehicles, special vehicles for the widest possible variety of requirements and components such as pumps, monitors and proportioning systems.

All these products are created in our shop and work together perfectly. This means not only completely harmonised operating concepts, but also high quality standards. This lets us not only provide uncompromised quality to response teams around the world, but to give them the greatest possible safety as well.







*“Anyone willing to save lives every day has to be able to count on his equipment.”*



# OUR TURNTABLE LADDER WAS A REVOLUTION. AND IT STILL IS.

The worldwide leader since the invention of the turntable ladder knows what's needed when the going gets tough.

140 years ago, as Magirus invented the first free-standing, mobile turntable ladder, it was a revolution, one which still drives our company's development to this very day. This revolution has become a story of evolution that we continue to write each day.

Today most fire-fighters and disaster responders still rely on Magirus turntable ladders. Perhaps because we constantly continue to develop them, come up with new ideas, make major and minor changes and equip them with the most innovative technologies available. Here we are always guided by the idea that there has to

be a solution for even the most difficult of problems at some stage, and ideally from us.

We often find the best solutions when we think outside the box. Take for example the early 1990s, when we developed the revolutionary Magirus articulated arm technology, then the CS control in the year 2000, in 2005 the articulated arm with telescope, the Single Extension – a completely new extension technology from 2010 and last but not least the highest articulated turntable ladder in the world with a working elevation of 42 m.









# MAKING THE IMPOSSIBLE POSSIBLE. THERE'S NOTHING WE DO BETTER.

On a mission, every fire-fighting vehicle has to achieve the impossible. That's exactly the challenge that moves us.

The best fire-fighting vehicles are the ones which make it possible to do the almost impossible and are so safe that in an emergency every crew member can concentrate on the most important thing: his mission.

The word "impossible" alone is enough to drive each of us to prove just the opposite, to keep working on a difficult problem until it's finally solved. From the engineer to the fitter, from the welder to the painter, each one does everything he can to make every fire-fighting vehicle that leaves our plant the best in its class. Whether the small and compact 7-ton truck with everything necessary for fire-fighting, the medium pumpers with an extremely wide range of applications, heavy and enormously powerful fire-fighting vehicles with tremen-

dous extinguishing agent volumes, vehicles for fighting industrial fires, forest fires and airport fire-fighting vehicles, we build them all.

We go well beyond usual standards by using technologies proven thousands of times over, which are highly flexible and deployment-ready under any condition, from the chassis to the AluFire 3 super-structure system, from the extinguishing and pump technologies all the way to the ingenious detail solutions.

We are the ideal partner for building the perfect fire-fighting vehicle to fit every need, because we know ourselves exactly what is needed on the job and which details, no matter how small, make a decisive difference.









# WE STAND BY OUR VEHICLES. FOR AN ENTIRE LIFETIME.

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The responsibility we take for our vehicles is a permanent and unlimited commitment.

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Year after year high-quality Magirus vehicles leave our plants to do their duty around the world in the tough everyday routine of the fire brigade. We've equipped them with everything fire brigade teams need to complete their missions. We've paid attention to every last little detail, put our entire range of expertise and our high quality standards into every last screw and every welded joint.

We've prepared them to function with absolute reliability even under extreme conditions and always to provide a maximum of safety to those who need help just as much as to our comrades who help them.

To make sure our vehicles meet these high demands, we keep our eyes on them throughout their lifetime and stay committed to this responsibility as long as our vehicles stay on the job. Fire brigade teams around the world put their absolute trust in our customer service, all the time, day or night.

Our experts do everything they can to guarantee the greatest possible availability and to keep downtimes to an absolute minimum, if they can't be entirely avoided in the first place. Our customer service is always on the job to make sure fire brigades are always ready for action.





*“In an emergency we have to be ready for action at any time. So does our service partner.”*





# KNOWLEDGE IS ONE OF THE THINGS THAT GROWS WHEN WE SHARE IT.

The Fire Fighter Academy makes sure our customers get the most out of our vehicles and equipment.

Owning the latest modern equipment is one thing – Knowing how to make full use of it, operate it reliably and control it safely is another. That's why we created the Fire Fighter Academy, a meeting point for anyone who wants to make the absolute most of his Magirus equipment and stay prepared for new technologies. The training and schooling centre passes on knowledge, builds expertise and trains skills.

Courses range from operator training and driver safety training all the way to tactical courses and practical exercises under realistic conditions. Our portfolio is structured to capture the enthusiasm of both fire brigade leadership and fire-fighters in the rank and file. Furthermore, the Magirus Fire Fighter Academy is the ideal platform for anyone who wants to expand his expertise and share it with comrades at the national and international levels.









# HOW WE SHOW OUR GRATITUDE FOR YOUR DEDICATION. THE CONRAD DIETRICH MAGIRUS AWARD.

The award is a sign of our recognition and gratitude to all those who devote their skills, their courage and often give their lives to help others.

No job is too big for them, no emergency too small and they keep cool even in the gravest of danger. These are people with courage and an enormous sense of responsibility, people who are strong for others and who feel that this is their calling. We choose to thank them with a very special prize, the Conrad Dietrich Magirus Award. Comrades from around the world can enter the competition, which recognises the most exciting missions, the greatest courage, outstanding tactics, creative strategy and dedication. The award is presented in national and international categories.

The main emphasis here is not on individual performance, but more than anything on teamwork. We intend this award to create a showcase spotlighting the dedication of each individual fire-fighter comrade and of the fire brigade itself. Each year countless teams submit the stories of their most dramatic missions that thrill us, move us, impress us all. The Conrad Dietrich Magirus Award, often referred to as the “Oscar” of the fire brigade, has found a place in the hearts of teams around the world. This is the greatest praise for us and the clearest motivation for continuing this initiative well into the future.



/ The winners of the 2013 Conrad Dietrich Magirus Award.











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