

MOBA with new subsidiary at Brazil Road Expo Show

Limburg, February 2015

**MOBA for the first time presents itself with its new subsidiary
MOBA do Brasil at Brazil Road Expo 2015 from March 24th
until 26th in São Paulo.**

At booth E 06 MOBA showcases the proven levelling system MOBA-matic with Big Sonic-Ski, the PAVE-IR Scan system for quality control during asphalt paving as well as 2D and 3D levelling systems for grader, dozer and excavator.

New subsidiary MOBA do Brasil

With its new subsidiary MOBA do Brasil in Belo Horizonte MOBA strengthens its engagement in South America. “We see a huge potential for machine control in South America. With our new subsidiary in Brazil, we can satisfy the demands and requirements of the South American markets even better and we can be directly on-site with our customers”, says Frank Hafemann, MOBA Sales Director. MOBA will distribute machine control systems for road construction, earthmoving and weighting systems as well as products for mobile automation for mobile cranes and aerial work platforms through the subsidiary MOBA do Brasil in all South American countries.

Patrícia Herrera Diez, General Manager of MOBA do Brasil: „We want to make MOBA known as a reference for machine technology in all South America. We are investing in a Brazilian subsidiary in order to support our customers even better. Patrícia Herrera Diez has long experience in the field of machine automation. After her mechanical and mechatronics studies, the engineer worked amongst others for Sitech in Brazil.

Press Release



About MOBA

With over 40 years of experience, MOBA has grown to become a world leader in developing and manufacturing mobile electronics, identification systems and weighing technology for construction machinery and waste disposal vehicles. MOBA is also a successful system specialist and OEM supplier in the field of mobile automation. With its headquarters in Limburg, Germany, and branch offices in Dresden and Langenlonsheim, MOBA operates nine subsidiaries worldwide that together with an international dealer network, ensures that the company is represented in the major global growth markets. Over the last decade the company's turnover increased from 26 million euros in 2004 to more than 54 million euros in 2014 with employee numbers growing from 210 in 2004 to 482 in 2014.



Patrícia Herrera Diez, General Manager of MOBA do Brasil

Photo: MOBA

Further information and downloads of press texts and images available at www.moba.de.

Press Release



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