

White Paper – The Future of Construction Machinery Manufacturers

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22/09/2020 The worldwide increasing demand for affordable housing and infrastructure projects has recently boosted the construction industry. At the same time, stagnating productivity is challenging the industry: how can the growing demand be met faster and more efficiently?

Construction machinery and its manufacturers play a key role in solving these challenges. Megatrends such as digitalization and electrification offer the opportunity to refine and disrupt the construction machinery ecosystem. But how does this new ecosystem look like? What business models are emerging for construction machinery manufacturers? The Porsche Consulting study "The Future of Construction Machinery Manufacturers" provides insights into the future vision and necessary

transformation of the construction machinery industry.

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Jan Boris Wintzenburg

Director Communications and Marketing
Porsche Consulting GmbH
+49 (0) 152 3911 8663
jan_boris.wintzenburg@porsche-consulting.com

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