

“They will keep by your side, in every challenge”, AUSA's new campaign highlighting its dealers

- AUSA is launching a global campaign to support its dealers against the backdrop of Covid-19
- The brand's dealers are sending messages of hope to all people.

4 June 2020. – AUSA, a company that specialises in the design, manufacture and sale of compact all-terrain industrial vehicles, has launched a new global communication campaign with the aim of supporting its network of dealers in the economic and health context resulting from Covid-19.

Due to the current situation, AUSA wanted to give its dealers maximum exposure. On the one hand, the manufacturer praises their tireless work, expertise and the help that they provide on a daily basis to users and the sector as a whole. On the other hand, AUSA wanted to offer a means for dealers to convey their messages of hope to all people. The goal of this campaign is to support the businesses that make up the sector because, at difficult times like this, it is important to fight side by side.

The “They will keep by your side, in every challenge” campaign consists of a one-minute video where AUSA reminds all of its users of the invaluable services that dealers provide every day, and a website which contains photos and quotes from employees from various international dealers, with messages of optimism to overcome this pandemic.

Contents:

- Campaign website: <https://www.ausa.com/share/page/MzA=>
- Youtube video: <https://youtu.be/DQtQdxZlh9Y>

About AUSA (www.ausa.com)

Established in 1956, AUSA is a company that specialises in the design, manufacture and sale of compact all-terrain industrial vehicles (dumpers, forklifts and telescopic handlers) designed for the residential and civil construction industry and for the transportation and handling of industrial and agricultural materials. With its headquarters in Manresa (Barcelona), AUSA operates in 90 countries and has subsidiaries in Madrid, France, the United Kingdom, Germany, the US and China. Its firm commitment to innovation, providing more efficient and safer technological solutions for its customers and its commitment to people, talent and sustainability have made AUSA a leading company in its sector