



PRESS KIT

ABOUT

PRAMAC's history began in 1966, when the Campinoti family founded a construction equipment company. From its inception PRAMAC has continually evolved and transformed, expanding its product portfolio and becoming the global benchmark for the production of generators and warehouse material handling equipment. PRAMAC's diverse business lines ensure the company is a leading player in a wide variety of global markets.

With 17 subsidiaries and 6 manufacturing plants situated in Europe, Asia and South America, Pramac is present in 150 different countries. Pramac manufactures a complete and flexible product range that satisfies the full spectrum of energy needs to suit customers worldwide.

In 2002, Pramac became involved in the MotoGP World Championship with its team "Pramac Racing", and now, thanks to its strong partnership with Ducati Corse, it plays a leading role in the most prestigious two-wheeled Championship in the world.

2016 saw Pramac become part of the Generac group forming the world's third largest generator and lighting tower producer.

With the support of around 1050 employees and 80 engineers, PRAMAC has developed technological experience, which is second to none. PRAMAC'S vertically integrated manufacturing processes and the investments made ensure that all the company's products are designed and built with no compromises on quality to deliver optimum performance. All PRAMAC's resources and energies are indeed dedicated to the most demanding markets, with the goal to offer products that are fit for purpose. Using top quality components and working with the support of strategic partnerships, we are able to offer guaranteed product performance with global support.

PRAMAC's mission for the future is continued growth, offering leading edge technology and developing solutions that continue to exceed customers' expectations.



BUSINESS UNITS

POWER

In the energy production field, PRAMAC offers solutions for every operational demand, both for Standby and Prime use applications with diesel and gas engine options available. Moreover, PRAMAC industrial natural gas generators offer the opportunity, in addition to their use as an emergency standby asset, to be used for self-power generation, lowering or eliminating the peak of consumption from the utility and generating economic advantages for the clients.

PRAMAC classifies its offer in two macro-sectors:

HOME AND SMALL BUSINESS

PRAMAC's home & small business products meet the needs of customers who want to protect their own home, family and business from power outages.

Quality, efficiency and high product standards are achieved through the use of modern design and manufacturing techniques, exceeding international regulations for noise and environmental pollution.

BUSINESS AND INDUSTRY

PRAMAC proposes a wide offering of products for each business need:

- Portable generators for professional use
- Commercial & Industrial generators
 - Diesel
 - Gas
 - Telecom
 - Customized Solution
- Mobile generators, lighting equipment & other mobile products
 - Mobile generators
 - Lighting towers
 - Other mobile products

www.pramac.com

MATERIAL HANDLING

PRAMAC manufactures a complete range of warehouse material handling equipment meeting the demands and requirements of customers globally. The fully integrated production and the on-going development of our trucks ensure that the entire range of machines delivers quality and performance. From the lightest duties to the most intense applications, our attention to detail and dedication to innovation guarantee that the entire range of machines comply with all applicable safety regulations. All MHE products are Lifter by Pramac branded and are manufactured in Italy.

www.lifter.it



SERVICE AND PARTS

PRAMAC has a strong commitment to Customer Care, demonstrated by the creation of a highly specialized business unit, dedicated to Customer Satisfaction. PRAMAC offers a full range of spare parts and components and have a highly trained after sales team who ensure the first class support of customers worldwide.

On our dedicated parts website customers can conveniently place orders and gain direct access to user manuals, technical documentation, S&P catalogues, maintenance programs and price lists:

www.pramacparts.com

PRAMAC RACING

PRAMAC made its debut in motorcycling, in 2002, with the launch of its own MotoGP team. In 2005, Pramac Racing began its long and successful partnership with Ducati, which saw the creation of a “Made in Italy” team.

Pramac Racing’s competitive spirit has earned the team some significant results, among which stands out the winning of the much-coveted “Best Independent Team” title for the 2018 MotoGP season.

The 2020 MotoGP season has seen the Pramac team riders line up on the grid with Ducati Desmosedici GP20 official bikes.

www.pramacracing.com

KEY FEATURES



1966

Founding date



6

Manufacturing plants



17

Operating Branches



> 150

Presence in different countries



≈ 1050

Personnel



274

Sales revenue (€ m)

CONTACTS

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