

MEDIA INFORMATION

Björn Sack appointed Head of Strategic Business Unit Rental within the Zeppelin Group

- **Focus on transformation and digitalization**
- **Driving growth and long-term competitiveness in the European rental business**

Friedrichshafen / Garching near Munich, September 9, 2026. Effective September 1, 2026, Björn Sack took over as head of Strategic Business Unit (SBU) Rental within the Zeppelin Group and has been appointed Chairman of the Management Board of Zeppelin Rental GmbH. He succeeds Peter Schrader, who had been serving in both roles on an interim basis and will now resume his responsibilities as COO of the German rental and construction logistics provider.

"Björn Sack is an internationally experienced executive with extensive expertise in both the automotive and construction equipment industries," said Matthias Benz, Chairman of the Management Board of the Zeppelin Group and Chairman of the Supervisory Board of Zeppelin Rental GmbH. "With his clear focus on transformation, digitalization and operational excellence, he is exceptionally well positioned to further advance our rental business across Europe."

Most recently, Björn Sack served in several leadership roles, including CEO of the Soil & Waste Compaction business unit at BOMAG GmbH, Group Chief Digital Officer for the FAYAT Road Equipment Division and Head of Global Supply Chain at Mercedes-Benz Vans AG. Throughout his career in global organizations, he has successfully led transformation initiatives and advanced innovative business models. The 37-year-old executive brings substantial experience in digitalization and the development of global organizational structures. He also possesses deep expertise in managing international business operations and executing acquisitions.

"I am highly motivated to take on this new challenge at Zeppelin," said Björn Sack. "Throughout my career, I have come to know Zeppelin Rental as an exceptionally solution-oriented company that consistently puts its customers' needs first. I am convinced that, together, we can position the Strategic Business Unit Rental for long-term success by combining a clear strategic direction, an entrepreneurial mindset at every level and a commitment to continuous improvement."

Within its Strategic Business Unit Rental, the Zeppelin Group bundles all activities related to equipment and machinery rental, temporary infrastructure solutions and construction logistics across its markets in Germany, Austria, the Czech Republic, Slovakia, Denmark, Sweden, Norway and the Netherlands.

About the Zeppelin Group

The Zeppelin Group is a global sales and service provider with extensive industry expertise in the fields of construction, drive and energy. The company's success is built on its established brands Zeppelin Cat, Zeppelin Rental, and Zeppelin Power Systems as well as its plant engineering division, Zeppelin Systems. Zeppelin supports its customers with a comprehensive portfolio of services – ranging from consulting, engineering and sales to rental and project solutions as well as service, maintenance and digital solutions. With over 12,000 employees in 29 countries, Zeppelin is a high-performing, globally positioned group. In the 2025 fiscal year, Zeppelin generated revenue of 4.4 billion euros. The holding company is Zeppelin GmbH, with its legal domicile in Friedrichshafen; the corporate headquarters are located in Garching near Munich. The Zeppelin Group is owned by the Zeppelin Foundation. For more information, please visit zeppelin.com.

About Zeppelin Rental

From rental machines to project solutions. Being a leading provider of rental and construction support services, we offer our customers tailored solutions in the fields of machine and equipment rental, construction logistics and temporary infrastructure. The latter ranges from construction site and traffic safety to electrical facilities, construction water and energy supply, power generation and climate technology to modular space solutions for rent, purchase or in an operator model. With about 2,500 employees at over 185 locations in Germany, Austria, the Czech Republic, Slovakia, Sweden, Denmark, Norway and the Netherlands we serve customers in construction industry, trade, the public sector, landscaping and event. They benefit from latest technology, professional services and know-how. For more information, please visit zeppelin-rental.com.

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