

PRESS RELEASE

Zeppelin Group advances integration of its European business: Rebranding of former Pon companies marks milestone

Garching near Munich/Friedrichshafen, November 3, 2025. In June 2025, the Zeppelin Group successfully completed its acquisition of the Dutch PEPP Group B.V. from Pon Holdings. This expanded Zeppelin's responsibility for the sales and service of products of the U.S. company Caterpillar to additional territories, including the Netherlands and Norway. By taking this step, Zeppelin significantly expanded its international presence and strengthened its long-standing partnership with Caterpillar. Now, the integration into the Zeppelin Group has reached its next milestone: the visual rebranding and the renaming of the former Pon entities begins, making them also visibly a part of the Group.

Some adjustments, e.g. on websites and documents, will be implemented without delay and will therefore be immediately visible to customers, suppliers and partners. At other touchpoints, changes will be implemented gradually over the coming months, for example when replacing location signs and workwear, and redesigning the company fleet.

“This milestone is far more than a symbolic step. It strengthens Zeppelin's visibility in Europe and highlights our role in addressing the opportunities of European infrastructure” says Matthias Benz, CEO and Chairman of the Management Board of Zeppelin GmbH. “By combining the strengths of PEPP and Zeppelin, we are laying the foundation for a stronger, more internationally integrated, and future-oriented Group.”

At the same time, customers, suppliers and partners in Zeppelins new territories can rely on continuity: familiar contacts and services remain unchanged. Looking ahead, as a company owned by a foundation, Zeppelin remains committed to long-term stability and responsibility. This principle will continue to guide the company's actions, while at the same time enabling sustainable growth and new opportunities.

About the Zeppelin Group

The Zeppelin Group offers integrated solutions in the fields of construction and mining, agriculture and recycling, power and energy as well as industry – ranging from the distribution and service of construction equipment and drive systems to rental and project solutions, plant engineering as well as digital services. Zeppelin operates in 29 countries worldwide and employs more than 12,000 people. In fiscal year 2024, the company generated revenue of 3.8 billion euros; following an acquisition completed in 2025, consolidated revenue increased to more than 5 billion euros. The Group's business activities are organized into four Strategic Business Units: Construction Industry & Mining, Rental, Power Systems and Plant Engineering. The holding company is Zeppelin GmbH, with its legal domicile in Friedrichshafen and headquarters in Garching near Munich. Shareholders are the Zeppelin Foundation and Zeppelin Luftschiffbau GmbH. As a foundation-owned company, Zeppelin combines commercial success with social responsibility. For more information, visit zeppelin.com.

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