

**Langkampfen, 8 May 2024**

**STIHL Tirol continues to grow**

* **Turnover increase to 953.3 million euros in 2023**
* **Innovations from Tyrol**
* **New EMC testing laboratory**
* **New Work in Innsbruck**
* **Award-winning employer**

Despite global sales declines in the garden tool industry due to the downturn in the extraordinary economic situation created by the Covid-19 pandemic, despite high inventory levels at retailers and despite unfavourable weather conditions, STIHL Tirol continued to grow in the 2023 financial year. This development shows very little evidence of the difficult market conditions that had to be overcome in 2023 and, in particular, what can be expected in 2024, such as inflation, rising interest rates and the associated slowdown in consumer spending. Products by STIHL that performed particularly well and were in high demand were cordless chainsaws, including the world’s most powerful cordless chainsaw, cordless hedge trimmers, cordless blowers, cordless brushcutters and the new iMOW robotic mowers. STIHL Tirol was able to increase its turnover from 768 million euros in 2022 to over 950 million euros, which corresponds to an increase of 24 percent. Additionally, the number of employees rose from 799 to 887.

Jan Grigor Schubert, managing director of STIHL Tirol: “The strategic focus on dual technology leadership – petrol and cordless – with our plant in Langkampfen as an important location for the STIHL Group's battery-powered products has proven to be a very good decision.” With its "Battery First” strategy, STIHL Tirol was able to grow last year despite the difficult conditions, and to achieve some special highlights. These include the new offices in Innsbruck, the launch of the new generation of iMOW robotic mowers and the new Series 2 and Series 4 lawn mowers, as well as the introduction of a new battery-powered zero-turn ride-on mower for the US market. In addition, three new assembly lines for cordless products created an increased level of automation in production. The export rate was 98 percent in 2023, with the most important markets being the United States, Germany, France, Benelux, Australia and Great Britain. Overall, just over half of the annual turnover in 2023 was generated in Europe, followed by North America, Oceania and Latin America.

**Innovations from Tyrol**

Thanks to the clear focus on cordless technology, the STIHL Tirol range has been and continues to be developed and expanded, increasing the efficiency, performance and sustainability of the products. Over the course of the last year, a new generation of STIHL iMOW robotic mowers made in Tyrol was launched. The six new machines impress with app control, powerful lithium-ion batteries and intelligent driving and charging functions. In spring 2024, new Series 2 and Series 4 lawn mowers – developed and manufactured by STIHL Tirol – were released in the EU with a total of 23 models and three cutting widths. The company has been developing and producing lawn mowers at a very high standard for several decades. At the beginning of 2024, a new cordless zero-turn mower created with strong project support from STIHL Tirol was also launched in the US as STIHL’s first cordless ride-on mower. Thanks to its outstanding battery power, the machine can be used for a whole day without recharging. A short project duration of less than one year, international cooperation across different time zones and the full commitment of all those involved were essential building blocks for success. With this product, STIHL is laying the foundation for expansions in the cordless zero-turn segment. It also underlines the company’s long-term commitment to helping define the future of cordless technology and sustainably shape the global market.

**New EMC testing laboratory for the STIHL Group**

Before new STIHL products are launched, they are really put through their paces, including testing for electromagnetic compatibility (EMC). This involves analysing the harmonious coexistence of technical devices to ensure they do not interfere with each other through unwanted electrical or electromagnetic signals. Since the end of 2023, STIHL Tirol has been strengthening this process with its in-house 147 square metre EMC laboratory at the Langkampfen site in Tyrol, which features high-quality, brand-name measuring equipment. The newly opened laboratory adds an important component to the testing infrastructure. STIHL Tirol also has a sound measurement room, numerous 24/7 testing rooms and an outdoor endurance test bench, as well as all the prerequisites for supporting innovations that meet customer requirements even more effectively. This ensures new ideas are not only developed on site, but also comprehensively tested for the market.

**New Work in Innsbruck**

At the end of last year, STIHL Tirol opened a new office space in Innsbruck. The new offices are an attractive place to work for existing staff, and also act as a magnet for new employees from the greater Innsbruck area and the Tiroler Oberland region. Employees and students can now work for STIHL Tirol and a world-renowned brand in the state capital without having to commute. The 256 square metre office is designed for around 20 employees. In addition to state-of-the-art workspaces and ideal transport connections, it also offers charging stations for electric cars and is located near a variety of cafés, restaurants and shops. The rooms and workspaces are bright, open and flexible in line with the New Work concept. There are plenty of places to retreat to for tasks that require a high level of concentration, as well as areas for breaks and interacting with colleagues. With the opening of the new office in Innsbruck, STIHL Tirol is once again underlining its efforts to meet the requirements of the modern working world and create a working environment that reflects both the needs of the employees and the dynamics of today.

**Award-winning employer**

STIHL Tirol was recently honoured to receive a special seal of approval. The company was ranked as a top employer by the Austrian business magazine “trend” in March 2024 for the fifth time in a row. The result is based on online surveys, as well as an analysis of employer ratings on platforms such as Xing and kununu. As an award-winning employer, STIHL Tirol offers the security of a successful family business combined with the diverse opportunities of an international company. STIHL Tirol staff received a voluntary performance bonus for the year 2023. The average gross amount recently paid out was 1,100 euros. The voluntary bonus is part of a package of attractive social and additional benefits that STIHL Tirol offers its workforce. These include a company pension scheme, numerous health and fitness offerings within the company, a voluntary travel allowance, STIHL garden tool rental for private use and a company restaurant with discounted meal prices. Some STIHL Tirol apprentices took part in the “TyrolSkills” apprentice competition organised by the Tyrolean Chamber of Commerce again in 2023, demonstrating their skills and knowledge. They achieved several top placings in the category "Mechatronics – Automation Technology” and an apprentice from the STIHL Tirol site even won the state competition in this category for the first time in 2023. In view of the current challenges in the labour market, STIHL Tirol is focusing on strong recruitment strategies and well thought-out employer branding measures designed to meet modern job requirements. The successful recruiting measures are reflected in the top ranking achieved in the BEST RECRUITERS study, an attractive employer award. STIHL Tirol was awarded the silver seal again this year and came fourth in Austria in the Industry category.

**Company history**

1981 Founded as VIKING GmbH

1992 VIKING becomes a STIHL Group company

2001 Relocation of the company headquarters from the Austrian town of Kufstein to the centre of excellence for gardening tools in Langkampfen

2007 First expansion of the VIKING plant at the Langkampfen location

2012 Second expansion of the plant to provide additional floor space

2018 The company is renamed STIHL Tirol GmbH, brand migration from VIKING to STIHL

2019 The third large expansion is officially inaugurated

2022 Fourth expansion of the plant - start of operations at the plastics manufacturing facility

2023 Opening of the new office in Innsbruck

**Product range**

Lawn mowers, robotic mowers, ride-on mowers, garden shredders, lawn scarifiers, tillers, chainsaws, brushcutters, pole pruners, vacuum shredders, hedge trimmers, long-reach hedge trimmers, KombiEngines, blowers, cut-off machines, special harvesters, weed trimmers, water pumps, attachment motors, pruners, shrub shears, portable power stations, sprayers, cleaners, vacuums, sweepers.

**Business figures**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 2019 | 2020 | 2021 | 2022 | 2023 |
| Employees | 639 | 702 | 770 | 799 | 887 |
| Turnover in € 1000 | 456100 | 576200 | 715800 | 768900 | 953300 |

**Information about STIHL Tirol**

STIHL Tirol GmbH is a wholly owned subsidiary of the STIHL Group and is based in Langkampfen, Austria. Cordless products are produced at this site and STIHL Tirol is also a centre of excellence for ground-based gardening tools, which are produced and developed in Langkampfen. In 2023, the company employed 887 people; since December 2023, this includes a new office in Innsbruck.

**STIHL company profile**

The STIHL Group develops, manufactures and distributes motorised equipment for forestry, agriculture, landscape management, the building industry and private garden owners. The product range is supplemented with digital solutions and services. Products are generally distributed through specialist dealers and STIHL's own online shops, which will be expanded internationally over the next few years. This includes 42 sales and marketing STIHL subsidiaries, around 120 importers and more than 55,000 specialist dealers in over 160 countries. STIHL manufactures products in seven countries worldwide: Germany, USA, Brazil, Switzerland, Austria, China and the Philippines. STIHL has been the best-selling chainsaw brand worldwide since 1971. The company was founded in 1926 and the corporate headquarters are in Waiblingen near Stuttgart, Germany. In 2023, STIHL had 19,805 employees worldwide and a turnover of 5.27 billion euros.

**Your contact for further questions**

STIHL Tirol GmbH  
Mag. Christian Dag  
Hans Peter Stihl-Straße 5  
6336 Langkampfen   
Austria  
Tel: +43 (0) 5372 6972 267  
Email: [christian.dag@stihl.at](mailto:christian.dag@stihl.at)  
[www.stihl-tirol.at](http://www.stihl-tirol.at)