

Novatron strengthens its position outside Scandinavia, as MOBA acquires 25 percent stake in Novatron

Tampere, 22 February 2011

Novatron Oy from Tampere, Finland announced today that MOBA Mobile Automation AG from Limburg, Germany has acquired a 25 percent stake in the business of Novatron Oy. MOBA is one of the leading manufacturers in sensor technology, measuring and control technology, and identification systems for mobile applications, such as construction machines. This partnership expands Novatron's product and technology portfolio and will provide Novatron a worldwide distribution network. Financial terms were not disclosed.

Novatron excavator systems will be marketed globally by MOBA, its subsidiaries, and its international dealer network. Novatron Oy will continue to offer excavator systems in Finland, Norway, and Sweden, and as a member of the MOBA group will market MOBA leveling systems for graders, dozers, milling machines, pavers, and rollers in these countries, working together with MOBA's existing dealers.

"MOBA's global sales and distribution make an ideal partner for Novatron," said Jukka Tervahauta, managing director of Novatron Oy. "We expect many benefits from this partnership, not only with respect to sales of our products, but also from our cooperative efforts in product development."

"We see great synergy with Novatron," said David Shelstad, vice president for sales & marketing at MOBA Mobile Automation AG. "With the premier excavator control systems from Novatron we add a key application to our product offering which complements

our current applications and enables us to offer a more complete spectrum of control systems for earthmoving machines."

About MOBA

MOBA was founded by Paul Harms in 1972 as an engineering office in Steinbach near Limburg, Germany. Today, MOBA AG is one of the leading international manufacturers in sensor technology, measuring and control technology, and identification systems for mobile applications, such as construction machines, cranes and aerial work platforms, municipal vehicles, and agricultural machines. As an internationally accepted system specialist and OEM manufacturer, MOBA AG is represented globally with eight subsidiaries in America, Europe, and Asia as well as an international dealer network.

About Novatron

Novatron, a family business based in Finland with subsidiaries in Norway and Sweden, has 20 years of experience in the development and production of control and measuring technologies. With Easy Dig, Vision LINK and Vision 3D, Novatron has a complete product range of solutions for excavator control applications.

For further information: www.novatron.eu and www.moba.de.

If you have any questions, please contact:

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