

PRESS RELEASE

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Steelwrist strengthens presence in South Korea with new facility in Seoul metropolitan area

Steelwrist continues to invest in its global operations and local customer support with the inauguration of a new facility in greater Seoul, Dongtan, South Korea. The new location provides Steelwrist with a stronger platform for continued growth in the Korean market and brings the company closer to a large share of its customers and dealers. The facility was officially inaugurated on October 2, followed by open house activities for OEMs, dealers and customers during October 3–4.

Steelwrist established, as the first international tiltrotator manufacturer, its operations in South Korea in 2017, initially from Changwon in the southern part of the country. The relocation to greater Seoul represents the next step in the company's long-term commitment to the Korean market and strengthens Steelwrist's ability to support customers and business partners locally.

Located in the greater Seoul area, the new facility includes warehouse capacity, customer support, service, workshop as well as possibilities for product and technical training. The expanded capabilities will support Steelwrist as the company continues to develop its position in South Korea.

South Korea is a well-established market for rotor couplers, while penetration of tiltrotators and fully automatic quick coupler systems remains relatively low compared with several European markets. Steelwrist sees significant long-term opportunities to further develop the tiltrotator market in Korea, supported by a strong local organization, close customer relationships and access to the company's advanced product solutions.

During the inauguration weekend, visitors were able to experience Steelwrist products through live machine demonstrations and facility tours. The event showcased the expanding XTR third-generation tiltrotator range, the QuantumConnect control system, Steelwrist work tools, and the Open-S industry standard for fully automatic quick couplers where the new SQ40 coupler is highlighted.

"This is an important step for our team here in Korea and something we have been looking forward to. The new facility brings us closer to many of our customers and dealers and gives us much better possibilities to support them with service, training and product knowledge. We believe there is a great opportunity to further develop the tiltrotator market in Korea, and I am very pleased that we now have an even stronger platform from which to grow together with our customers and partners," says Jongchul Chun, Country Manager Korea at Steelwrist.

The inauguration was hosted by the Steelwrist Korea team together with colleagues from the wider Steelwrist organization. Steelwrist CEO Stefan Stockhaus, incoming CEO Jon Lind and VP Region APAC Peter Lam were also present for the opening and customer activities. The presence of both Stefan Stockhaus and Jon Lind underlined continuity as Steelwrist prepares for its next phase of development. Jon Lind will formally assume the role of CEO on November 1, 2026.

The investment in South Korea forms part of Steelwrist's continued development of its global operations and maintaining the leading position in the APAC region. As the company grows internationally, increased local presence, improved customer support and closer cooperation with dealers and OEM partners remain central to Steelwrist's strategy.

With the new Dongtan facility in operation, Steelwrist Korea is positioned to support continued market development and bring the company's complete range of tiltrotators, automatic quick couplers, control systems and work tools closer to Korean customers.

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About Steelwrist

Steelwrist is a global manufacturer of tiltrotators, quick couplers and work tools for excavators with headquarters in Sweden. A determined focus on robust and modern products, combined with fast service has been appreciated by an increasing number of customers worldwide. For more information about Steelwrist, please visit steelwrist.com.

Pictures:

1. Steelwrist CEO Stefan Stockhaus and the Korea team cuts the ribbon at the inauguration
2. Steelwrist Korea team with guests from HQ and incoming CEO Jon Lind (far right)
3. Product presentation of Steelwrist XTR20 third generation tiltrotator
4. Live demonstration of Steelwrist XR7 Rotor Coupler with Open-S compliant SQ40
5. Live demonstration of Steelwrist XR7 Rotor coupler and X07 Tiltrotator both with Open-S compliant SQ40
6. New Steelwrist Korea facility