



## Foreword

*When Andreas Stihl developed his first chain saw 90 years ago, his aim and vision was to “ease people’s work with and in nature.” Today, STIHL is the world’s bestselling brand of chain saw and leads the market time and again with outstanding innovations. Our chain saws and outdoor power tools provide significant support to people’s daily work in forestry and agriculture, in gardening and landscape maintenance, and in construction.*

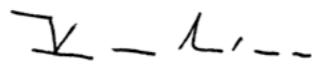
*We specifically design our products to meet our customers’ needs. Our most important partners are the authorized dealers, who provide advice, instruction and service. With more than 40,000 authorized dealers in over 160 countries, we are close to the customers and know what the users need.*

*Anyone who wants to be a global leader may never be satisfied with what has been achieved. Sustained success is only possible when one continuously develops further and focuses one’s company on lasting principles. We have had a long-term approach and have set the highest quality standards for our products ever since the company was founded. Andreas Stihl, the founder, already manufactured many of the components for his chain saws himself. That was the only way for him to maintain the quality he needed for his tools. Out of this ambition, grew a worldwide manufacturing network with production facilities in seven countries. Proprietary know-how and first-class workmanship down to the smallest detail typify the quality that is “made by STIHL.”*

*Since the company was founded by Andreas Stihl in 1926, it has developed from a one-man operation into an internationally active manufacturer of chain saws and outdoor power tools. As a family-owned company with its roots in forestry, we feel a special responsibility to people and nature. This strong bond gives us the strength to continue growing. We are proud to look back on 90 years of STIHL.*



Dr. Nikolas Stihl  
Chairman of the Supervisory Board of STIHL AG



Dr. Bertram Kandziora  
Chairman of the Executive Board of STIHL AG



### THE BEGINNINGS

The first gasoline-powered chain saw from Andreas Stihl (1929) was successfully tested in the Black Forest. One of the first customers was a sawmill.

1926 – 1945

# Pioneering spirit and the first foundations of success

Andreas Stihl develops his first chain saw and manufactures the components himself. He exports to international markets from an early stage. And he trains his skilled workers himself. STIHL continues to build on these principles today.

When Andreas Stihl opens his engineering office in Stuttgart in 1926, forestry work is still hard and difficult. Trees are felled with an axe or handsaw and then transported to sawmills. Only there are chain saws used.

Stihl graduated in mechanical engineering before starting his own business as a dealer for wood-processing machines, so he often visits sawmills. One day, he has an idea: The saw should be carried to the tree, and not the tree to the saw. He thinks more and more about designing a transportable, powerful chain saw. This idea ultimately leads to a product.

The first chain saw from the "A. Stihl Engineering Office" is a two-man electric saw. The first gasoline-powered saw follows in 1929. As the suppliers cause him technical problems, he manufactures the parts himself. Success is not long in coming: As he says himself, the saws are "grabbed out of his hands."

In the following years, he regularly launches new models on the market. The small engineering office turns into a sizeable factory. A major relocation takes place: from the center of Stuttgart to the more industrial suburb of Bad Cannstatt. Business at first goes well, even

during the Great Depression that starts in 1929. The inventive businessman offsets falling sales of chain saws in the early nineteen-thirties by producing washing machines for example. His first exports are also good for business.

Andreas Stihl prioritizes the export business and enters new markets in the United States and Canada. Then, the Second World War starts. The factory in Bad Cannstatt is completely destroyed in an air raid in October 1944. The Allies detain Andreas Stihl for a while in a labor camp in Bavaria. However, he is discharged in a trial before a denazification tribunal.

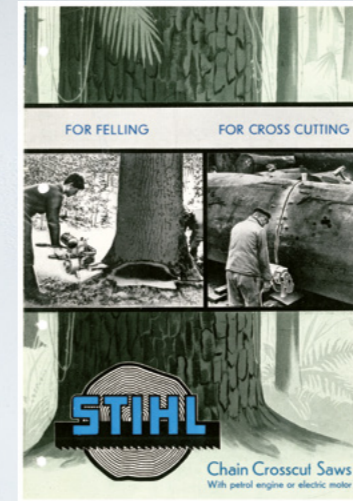
»We want to make people's work easier. That was my father's vision 90 years ago. And that is still our main motivation today.«

HANS PETER STIHL

1937

## A PIONEER OF GLOBALIZATION

STIHL exports to the United States and Canada as of the mid 1930s.



1940

## "I AM A STIHLER"

The company's own apprentice department with workshop is set up in 1940.



1926

## THE "FATHER OF THE CHAIN SAW"

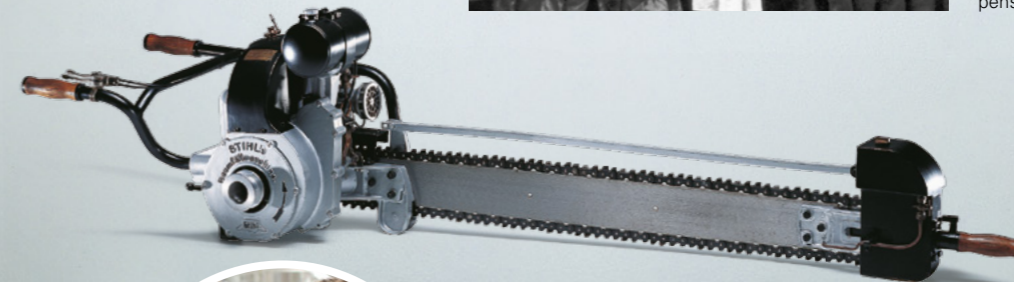
Andreas Stihl develops his first chain saw in his small workshop in Stuttgart.



1941

## FOCUS ON THE WORKFORCE

By 1941, Andreas Stihl employs 340 people. Even then, the employees benefit from a Christmas bonus and a pension fund.



1929

## LIGHTER, BETTER, HANDIER

The first two-man gasoline chain saw (46 kg / 6 hp) eases forestry work considerably.



## SOCIAL RESPONSIBILITY

Today, STIHL employs approximately 15,000 people. The company provides dual training in Germany and at its international sites.

And its voluntary employee benefits go far beyond the provisions of collective-bargaining agreements.

1945 – 1970

# Big plans and setting the right course for the future

In the post-war years, STIHL masters the crisis. Personnel changes also occur: Andreas Stihl's children join the company and guide it to more growth.

After the war, Andreas Stihl is confronted with difficult challenges. His trustee, Karl Gutjahr, is able to restart operations at today's headquarters in Waiblingen-Neustadt in 1945, but just 80 of the previous 500 employees are still there. The saw business is in a slump because people are repairing used tools and not buying new ones. STIHL is in a crisis.

STIHL works its way back to success with highly motivated employees, some of them from the founding years, and with new products. The legendary "Contra"

model is launched in 1959. STIHL achieves double-digit revenue growth with this gearless gasoline-powered chain saw.

The entry of Hans Peter Stihl and his sister Eva into the company is at first unremarkable, but is later highly formative for its entire further development. In 1960, Andreas Stihl, now 64 years old, changes the form of the company to a limited partnership (KG) and includes his four children with equal shares as limited partners. STIHL now has 640 employees and generates

revenue of approximately 25 million deutschmarks.

Operations at the factory still requires a high degree of manual work, but the rapid growth – two new plants are already under construction – requires a new approach. The siblings Eva and Hans Peter Stihl want to restructure the firm and to create a modern industrial company. Major steps in this direction are the expansion of the production facilities and the development of a sales organization. STIHL makes a start in this direction with a sales branch in Austria.

## A special sense of responsibility – for employees, nature and society

To this day, the company sees itself as strongly committed to its employees, society and the environment. The corporate culture that has grown over decades is marked by a feeling of trusting partnership, responsibility, respect and fairness. Voluntary employee benefits have a long tradition at STIHL, going back to the time of Andreas Stihl. Under the

management of his children Hans Peter Stihl and Eva Mayr-Stihl, various models of employee participation in the company's success are created. But commitment and responsibility are demonstrated also by the workforce. For example, numerous donation campaigns and employee deployments for social and ecological projects take place – worldwide.

1964

### CONTINUAL INNOVATION

STIHL is the first manufacturer to equip its chain saws with an anti-vibration handle in 1964.



1959

### A STRONG FAMILY CONNECTION

Hans Peter Stihl and his sister Eva gradually gain experience in important positions. They consult their father on all major decisions. After his death in 1973, they take charge of business operations. Their brother, Dr. Rüdiger Stihl, joins the company in 1978. Gerhild Schetter (née Stihl) is also a limited partner.

1965

### QUALITY FROM A SINGLE SOURCE

In 1965, an ultramodern plant for the production of saw chains and guide bars is built in Waiblingen-Neustadt. STIHL continues to produce these components itself to this day.



1959

### A SAW TRAVELS AROUND THE WORLD

The "Contra," a gearless gasoline-powered chain saw, revolutionizes forestry work. With 12 kg and 6 horsepower, it is lighter and more efficient than all other products on the market. Forestry operations can increase their productivity by up to 200 percent.



### SOCIAL COMMITMENT

Today, STIHL supports social, environmental and cultural projects around the world, such as the "Pró-Florescer" project in Rio de Janeiro. In the city's

botanical gardens, young people from precarious backgrounds are able to undertake occupational training as gardeners.

1970 – 1995

# A strategy and courage to go through great changes

Own manufacturing and sales – founding production and sales companies in Germany and abroad is the key to success. STIHL has been the world’s bestselling chain-saw brand since 1971.

In the late nineteen-sixties, Andreas Stihl increasingly withdraws from the company for reasons of health. His son, Hans Peter Stihl, becomes the personally liable general partner in 1971.

He and his sister, Eva, have already been pursuing a clear strategy for some years: They want to take control of sales operations. The contact points for customers are to be the authorized dealerships, which can provide expert advice, as well as reporting back to the founding company on any problems that might arise with

new developments. The siblings’ entrepreneurial vision and the persistently pursued sales strategy pay off. STIHL has been the world’s bestselling chain-saw brand since 1971. The company’s own sales organization is continuously developed.

Along with rising demand, new production sites are established in Brazil, Switzerland and the United States. A magnesium die-casting plant is also built. The new plants not only supply their own domestic markets, they also compete with each other. This

means that on the one hand, production becomes more cost effective; on the other hand, STIHL achieves a high degree of vertical integration and can manufacture key components itself. The worldwide production network makes STIHL into a global player, but without losing its family-owned structure.

Quality standards also rise: STIHL engineers systematically optimize the tools’ performance and work on enhancing product safety and operating comfort, while reducing emissions.

## Product diversity – growth in all respects, but not at any price

The STIHL product range has been steadily growing since the mid-sixties. In addition to chain saws, numerous other hand-held outdoor power tools are developed: cut-off machines, brushcutters, hedge trimmers, grass trimmers and earth augers, as well as blowers and sprayers – today powered by gasoline, electricity or rechargeable batteries.

In addition to performance and weight, an increasing role is played by operating comfort, operating safety and environmental protection. The range is completed with lubricants and protective clothing. And with the acquisition in 1992 of VIKING, a manufacturer of gardening power tools, STIHL covers the gardening segment in addition to forestry and construction.

## PERSONAL ADVICE FROM AN AUTHORIZED DEALER

Right from the start, STIHL has placed importance on advice, instruction and service from authorized dealers. Today, more than 40,000 of them sell STIHL products in over 160 countries.



1992

## ENTRY OF THE THIRD GENERATION

Dr. Nikolas Stihl, the son of Hans Peter Stihl, joins the STIHL Group. From 1993 until 2011, he is the Chief Executive of VIKING GmbH in Langkampfen, Austria. In 2012, he becomes Chairman of the Advisory Board and of the Supervisory Board. Hans Peter Stihl becomes the Honorary Chairman. Eva Mayr-Stihl continues as the Deputy Chairwoman of the Advisory Board.

1973

## STIHL EXPANDS

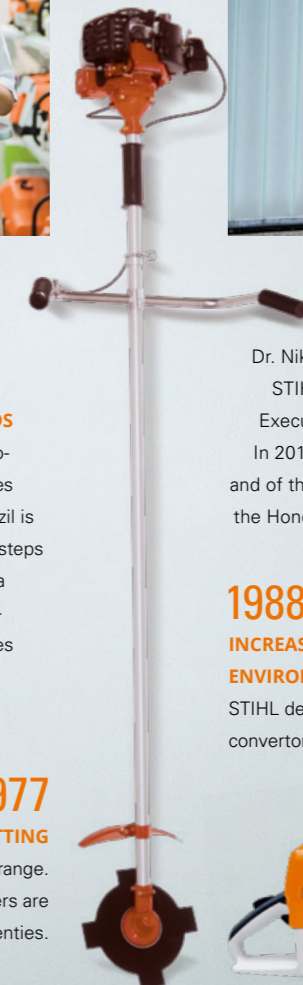
Setting up a production and sales company in Brazil is one of the first steps in establishing a world-wide production and sales network.



1977

## SAWING, GRINDING, CUTTING

STIHL continues expanding its product range. The first trimmers for private customers are added in the mid-seventies.



1988

## INCREASING IMPORTANCE OF ENVIRONMENTAL PROTECTION

STIHL develops the world’s first catalytic convertor for two-stroke engines.

## ENVIRONMENTAL PROTECTION

Today, STIHL has its own ultra-modern development center. Approximately 500 development engineers work there, for example on reducing the tools’ emissions to a

technical minimum. The investment volume for environmentally acceptable engine technologies amounted to more than half a billion euros in the past ten years.



# A new structure and the strength to grow

On a sound basis and largely independent of the fluctuating capital markets, the family-owned STIHL group is well positioned to meet the challenges of the future.

The entry of the third generation takes place along with great structural changes. In 1995, the STIHL companies are placed under the roof of a holding company. A far-reaching partnership agreement ensures that the group continues to be 100-percent family owned. This is an important step, because the Stihl family withdraws from the operational business.

For the first time, the STIHL Group is managed by an Executive Board without any members of the Stihl family, since 2003 under Executive Board Chairman Dr. Bertram Kandziora. The family is involved in all strategic decisions

through the Advisory Board of the holding company and through the Supervisory Board of STIHL AG, which was founded in 1997.

*“Innovation and a focus on core competencies are our great strengths. Our most important benchmark is quality. It involves the entire lifecycle of a product – from production to service.”*

**Dr. Bertram Kandziora**

In this form, the STIHL Group continues to grow, and today generates annual revenue of more than three billion euros. With an equity ratio of 70 percent, all investments can be financed from its own resources. In order to

create the right conditions for further growth, one billion euros will be invested worldwide between 2015 and 2018.

STIHL aims to achieve continual long-term growth. In addition to continuity, the company’s great strengths include its focus on core competencies. This means that STIHL has a consistent orientation towards the needs of its customers, produces no less than top quality for them, and makes sure that advice, instruction and service are at the same level as its product quality. This reflects the motto of the company’s founder: “Every chain saw is only as good as its service.”

»The desire to grow is natural. For a company that has its roots in forestry, this ambition is well established. We always aim to grow above ourselves in everything we do. Because only when we improve ourselves, are we able to pass on this capability to others.«

**DR. NIKOLAS STIHL**



## THE EXECUTIVE BOARD

Dr. Bertram Kandziora (middle) is the Chairman of the Executive Board of STIHL AG and the Executive Board member for Production and Materials. The other members of the Executive Board are (from left to right) Norbert Pick (Marketing and Sales), Wolfgang Zahn (Development) and (from right to left) Dr. Michael Prochaska (Human Resources and Legal Affairs) and Karl Angler (Finance, Controlling, Information Systems and Service).

## 2014

### ANOTHER WORLD FIRST FROM STIHL

The STIHL TSA 230 is the world’s first battery-powered cut-off machine.



## THE PARTNERS

Front (from left to right): Dr. Rüdiger Stihl, Eva Mayr-Stihl, Hans Peter Stihl, Gerhild Schetter; rear (from left to right): Kathrin Stihl, Markus Schetter, Susanne Müller-Schöll, Dr. Nikolas Stihl, Christina Berger, Selina Stihl, Karen Tebar.



## 2016

### STIHL CONTINUES TO GROW

In Waiblingen, STIHL opens a new production logistics center and a new building for the development center with floor space of 12,600 square meters (135,000 square feet). The production network is further expanded with the new ZAMA carburetor plant in the Philippines.

## 2009

### STRONG AND QUIET: BATTERY TECHNOLOGY

The range of battery tools is started in 2009 with cordless hedge trimmers. The first cordless chain saw follows a year later.



## SUSTAINABLE BUSINESS OPERATIONS

Also today, STIHL prioritizes a down-to-earth and long-term approach. Job security is very important. Between 2015 and 2018, STIHL will invest

approximately 300 million euros in the German founding company – the highest volume to be invested at a site of the STIHL Group and a clear commitment to the home country.

ANDREAS STIHL AG & Co. KG

Badstraße 115

71336 Waiblingen

Deutschland

[www.stihl.de](http://www.stihl.de)