

Innovate.  
Serve.  
Advance.

Our strategy



OSHKOSH™

# Innovate. Serve. Advance.

We make a difference in the lives of those who build, serve and protect communities around the world by enabling a People First culture.

## **Innovate.**

We innovate customer solutions by combining leading technology and operational strength to empower and protect the everyday hero.

## **Serve.**

We serve and support those who rely on us with a relentless focus throughout the product lifecycle.

## **Advance.**

We advance by expanding into new markets and geographies to make a difference around the world.

our strategy

# Innovate.

We innovate customer solutions by combining leading technology and operational strength to empower and protect the everyday hero.

- Electrification
- Autonomy & Active Safety
- Intelligent Products
- Advanced Analytics
- Digital Manufacturing
- Simplification



our strategy

# Serve.

We serve and support those who rely on us with a relentless focus throughout the product lifecycle.

- Stay close to end-users
- Optimize fleet uptime and productivity
- Reliable parts fulfillment
- Productivity/safety enhancements



our strategy

# Advance.

We advance by expanding into new markets and geographies to make a difference around the world.

- New products
- Market adjacencies
- Broader lifecycle categories
- Extended geographies

