

Aichi Expands Its European Presence with the Release of the SkyMaster SP21CJM

Aichi Corporation (Head Office: 1152-10 Yamashita, Oaza Ryoke, Ageo, Saitama, Japan; President & CEO: Shunichi Nakazawa) announces the launch of shipments of the all-new boom lift “SkyMaster SP21CJM” for the European market.

The SkyMaster SP21CJM has been specifically developed to meet the evolving demands of the European market. Equipped with a robust four-wheel-drive system, it delivers exceptional off-road performance while achieving an optimal balance of durability, safety, and maneuverability. Positioned as a strategic model within Aichi’s European product portfolio, it is expected to contribute meaningfully to the continued growth of our European business.

Production of the SkyMaster SP21CJM is carried out at the Takasaki Plant, which commenced operations in January this year as part of our broader sales expansion strategy, enhancing manufacturing capacity to support growing demand.

In 2024, Mr. Yama Saha, President of SAHA LIFT, assumed the role of CEO of Aichi Sales Office. As Aichi’s European sales and service hub, the office is strategically expanding its sales and service network across the region and, in close collaboration with Aichi Corporation, advancing expansion initiatives in the European market.

The launch of the SkyMaster SP21CJM marks a significant milestone in achieving the overseas sales growth targets set forth in our Medium-Term Business Plan. Going forward, we will continue to broaden our product lineup and work in close partnership with Aichi Sales Office to further strengthen our presence and increase sales across Europe.





Yama Saha, CEO (right), with Eric Marquez, sales manager, Aichi Sales Office, (Image: Aichi Sales Office).

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