



INNOVATIVE AUTOMOTIVE ENGINEERING TRADITION IN LORCH/ WÜRTT. GERMANY

75
since 1936

BINZ

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We would like to thank all past and present BINZ employees who contributed to this brochure.

Concept: HISPLOER

Photos: Works archive, Richard Truesdell, Rudolf Kwapil, Weidner GmbH

Vehicle manufacturer with visions and principles

BINZ has been offering its customers individual vehicle solutions for 75 years. The market has transformed, customer demands have changed and competition has transcended national borders and continents in the last few decades. Information and production technologies have accelerated processes, innovations have made cars safer and more efficient and social developments have shifted the significance of automotive transportation.

BINZ has continuously gained the trust of customers by quickly adapting to new technologies and markets. Time and time again, we successfully responded to changes, since BINZ has always maintained its core values: innovative products, motivated employees with a passion for cars and taking great care of longstanding relationships with customers and cooperation partners all over the world.

We would therefore like to especially thank our employees for their daily commitment, our customers for their loyalty and our partners for the collaboration. Join us for a journey in the past and experience how we became what are and what we will remain: a vehicle manufacturer with visions and principles.

A handwritten signature in black ink, appearing to read 'Lorenz Dietsche'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Lorenz Dietsche, Managing Director of BINZ GmbH & Co. KG

1880

1884

1890



1900

1910



THE RISING OF A VEHICLE MANUFACTURER





THE RISING OF A VEHICLE MANUFACTURER

Founder with experience

The history of a company steeped in tradition, which still today proudly bears the founder's name starts with his biography. When Michael Binz decided in 1936 at the age of 52 to found Lorcher Karosseriefabrik BINZ & Co. in the facilities once occupied by the former car factory Conrad Hörger, he already had three decades of experience in the automotive industry in southwest Germany behind him.

Born in 1884 in Wollersdorf in central Franconia, the offspring of a farming family was a carmaker from the ground up. He gained his initial experiences in coach construction as a trained coach builder. From 1906 to 1919, Michael Binz worked in the wheelwright workshop of the Daimler-Motoren-Gesellschaft. The plant in Untertürkheim was newly constructed in 1904 after the old plant in Cannstatt was destroyed in a large fire in 1903.

A story dating back to 1912 illustrates a great deal about the appreciation of craftsmanship and dedication held by the future founder: As a Mercedes limousine awaited approval for the German Emperor Wilhelm II, the Court Marshal who attended the meeting criticised the excessively narrow door width in the rear. He noted that the

empress wore broad-rimmed Florentine hats and therefore could not be expected to enter the car by turning her head sideways. Michael Binz offered his suggestion to the group of employees: He said to the chief-engineer, "if the metal-



workers extend the chassis frame, I can take care of the body and the wider door. That's the perfect job for me." The metalworkers then extended the frame. And the wheelwright workshop staff got to work. The body was cut and pulled apart in the door area and jointed 30 centimetres in between. Two wide doors were manufactured, covered in sheet metal and painted.

From 1919 until 1934, Michael Binz worked as the shop foreman and later as shop manager in a vehicle construction company in Heilbronn. His special passion was building open vehicles. In 1934, while working at Karl Baur in Stuttgart, he directed the series launch of the DKW convertible. Baur employees from Lorch told him about the decommissioned facilities in their city.

Michael Binz's experience in body construction and his reputation came at the right time for establishing the new company. Four employees built individual bodies and taxis in 1936, while the workforce expanded to include almost one hundred workers and salaried employees by 1939. They produced box bodies on 1.5 to 2.5 tonne Mercedes-Benz truck chassis. The plant delivered several hundred units to the Daimler-Benz plant in Mannheim before the war. During the war, the manufacturing programme primarily consisted of personnel carriers and truck cabs. To continue company operations and ensure the livelihood of the workforce, a wide variety of vehicles were manufactured in individual production during the first years after the war. The specially equipped in-house large repair department repaired and maintained trucks and cars.

1948



1952



1955



THE RISING OF A VEHICLE MANUFACTURER

Reconstruction and Recovery

The almost insatiable demand for commercial vehicles was also a blessing for BINZ. In 1948, series production of standard cabs started for Gutbrod. By the autumn of 1949, 3500 cabs were manufactured. Then came cabs for Steyr-Puch and in 1950 cabs for the Südwerke truck models Mustang and Titan. The positive order situation saw the number of employees reach 350. According to one report, some of the work had to be outsourced for space reasons. New workshops were built in Zollstraße in 1948. Only a short time later, construction work began for a modern plant on the city outskirts: the current location of BINZ. The production programme ranged from motorcycle fuel tanks and vehicle bodies on 170 series Mercedes-Benz chassis to truck cabs. Dismantled chassis were exported all the way to Indochina and Australia.

The collaboration with Gutbrod starting bearing new fruits in 1950: BINZ started the series production of the Atlas 800 transporter body, which was developed in-house. Volkswagen also benefited from the developer's momentum. In 1953, the BINZ built double cab proved a particularly functional variant of the T1 transporter programme.

From vehicle body to ambulance manufacturer

In 1955, the manufacturing programme saw a key change with the new serial production of the first ambulance with an all-steel body. With this vehicle based on the Mercedes-Benz Ponton, BINZ successfully entered a largely new market within a short time.

BINZ produced a wide variety of this vehicle type for a various applications (ambulances, station wagons, workshop vehicles, the first hearses). It also continued to manufacture chassis and vehicle bodies for other manufacturers at the same time. As a result, the Fiat-NSU Weinsberg and plastic bodies for the Weidner S 70 were produced at the factory in the latter half of the 50s. And the BINZ motor scooter was also produced from 1954 to 1958.

The next generation of company management took to the stage at the end of the 1950s, with daughter Elisabeth Lehmann-Binz and son-in-law Ludwig Lehmann at the helm. Michael Binz, who still lived and operated his office on the factory site in the Zollstraße, was present for the employees each and every day into his golden years.



1957



1959



1962

THE RISING OF A VEHICLE MANUFACTURER





THE RISING OF A VEHICLE MANUFACTURER



Ambulance builder with a broad portfolio

In 1962, the ambulances on Mercedes-Benz Ponton chassis were followed by vehicles based on the W110 model. The vehicles were also available with a longer wheelbase for the first time. The next generation featuring a W 115 chassis was produced from 1968. From this series, BINZ also built emergency vehicles, station wagons and hearses. A pick-up was developed for the South American market.

In addition to ambulances and vehicles for transporting the sick using a Mercedes-Benz base, BINZ fitted other brands with vehicle bodies and equipment starting in the mid-50s. These brands included Opel Record, Ford Transit and Range Rover.

Together with the emergency services and scientific research, the vehicle range continuously expanded. Numerous innovative detail solutions can be traced back to BINZ: for example, comfortable and convenient patient transport or the Thermobox for carrying blood plasma. The "High-Long" model from BINZ became the epitome for patient transport, the ambulances for emergency care support.

1990



2000



2010



THE RISING OF A VEHICLE MANUFACTURER

New era and new opportunities

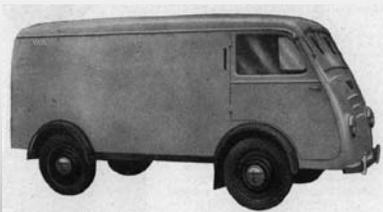
In 1991, BINZ took over the VEB MLV Labortechnik in Ilmenau, Germany. The company fitted ambulances and emergency vehicles with medical equipment in East Germany and had valuable expertise and well-trained specialists. These are all key factors in a free market with a huge demand.

In 2012 the East-German subsidiary was taken over by a company from Thailand. Since then all BINZ ambulance activities moved back to Lorch, where they started in 1955 with the series production launch of the Mercedes-Benz Ponton ambulance.

BINZ was already building a wide range of hearses as part of its production of vehicle bodies on the chassis of the Mercedes-Benz series W 120, 110, 115 and 123. With its design based on W 110 stretched limousine, BINZ was already paving the way for other possible vehicle variants in the market back in the mid-60s. Stretched limousines have been part of the Stuttgart vehicle range for decades. The company manufactured chassis and stretched limousines in large quantities for Daimler-Benz under a contract order agreement.

In 2009, confidence in BINZ expertise and craftsmanship skills reached a new level of quality, when the company produced and marketed the VF 212 chassis as a registered vehicle manufacturer (OEM). In addition to the BINZ stretched chassis for automotive body builders all over Europe, hearses and exclusive 6-door limousines were manufactured in Lorch. These high-quality products were manufactured from innovative materials, such as glass fibre-reinforced plastic (GRP). Michael Binz would have enjoyed this.





Gutbrod Atlas 800/1000



BUILT BY BINZ

Gutbrod – Pick-ups for the reconstruction

The Gutbrod-Standard company in Plochingen already made a good name for itself as a motorcycle, compact car and light truck manufacturer before World War II. Just like Daimler-Benz in Untertürkheim (Mercedes-Benz 170V) and Vidal & Sohn in Hamburg (Tempo), Gutbrod also built a proven pre-war type vehicle with an optimised motor during the years following the war to meet the large transporter demand. The Heck 504 delivery vehicle whose design hailed from the 20s and underwent its last facelift in 1938. It was, however, was no longer able to match the visual appeal of the latest designs. The development of a successor model therefore got underway as early as 1948. To slightly reduce the time until the market launch of the new transporter, the Heck 604 was temporarily offered with the two-cylinder, two-stroke engine newly developed by Adolf Schnürle, the inventor of the reverse scavenging two-stroke engine.

Modern-looking box-style body from BINZ

In 1949, the body manufacturer Vischer in Stuttgart-Vaihingen designed the first flatbed that was christened on the Gutbrod Atlas 800 van. Similar to the Volkswagen-Transporter T 1, which made its debut at the same time, the Gutbrod, however, aimed to offer an entire box-body



instead of a separate box body. As a result, BINZ created the first prototypes of a functional, plain and simple small box-body truck in 1949. The outer features of the prototypes differed from the Vischer cars by their one-piece windscreen and the three cross beads on the front of the vehicle.

When the vehicle was launched in January 1950, customers could choose a specific body between the flatbed and the furniture vans from Vischer and the box-body from BINZ. Starting in June 1950, Gutbrod decided to go completely with the more convincing and modern-looking BINZ-body, which also provided costs and technical advantages. A total of 11,056 Atlas 700, 800 and 1000 vehicles were produced between 1949 and 1954, the vast majority of which came with the bodies manufactured in Lorch. Working at full capacity and under confined conditions, 350 employees built 15 Atlas bodies each day. Trucks from the Schwab freight-forwarding company in Lorch transported the finished bodies to the Gutbrod plant in Calw in the Black Forest. In addition, up to 15 cabs for Gutbrod and five for Südwerke were also produced in the same workshops on the same day.

Gutbrod transporters came around and proved their qualities: In 1950, the Atlas 800 won the ADAC-Deutschlandfahrt race in its class. In 1951, provided the Morocco expedition of the German Alpine Club and the Geographic Institute in Göttingen with a transporter. On a significant note, it was also driven through the Atlas mountains.



BUILT BY BINZ

Large number of variants and models for the upturn

Gutbrod boasted the widest range of products in 1953, offering flat-bed vehicles, low loader box-body trucks, quick-loading beverage trucks, station wagons and double cabs. The Atlas 1000 was available with two or three-cylinder two-stroke engines. BINZ also offered special solutions for patient transport, used as a hearse as well as for bread and ice deliveries.

Despite the wide range of available models, the sales volume of Atlas transporters plummeted in 1953. Gutbrod then plunged into economic difficulties and initially closed the plant in Calw. A little while later, the car production in Plochingen was shut down. In 1954, the last Atlas delivery vehicles were assembled under fiduciary oversight in Plochingen.



W136/W187*VW Doka*

BUILT BY BINZ

Mercedes-Benz W 136 and W 187

In 1952 and 1953, the eight-seater police vehicle with folding-top, stations wagons and taxis were produced in both individual and small series production based on the Mercedes-Benz 170V. The pinnacle vehicle was the Mercedes-Benz 220 Roadster with BINZ body. It remains a one-of-a-kind vehicle.



BINZ motor scooter

Between 1954 and 1958, BINZ added a motor scooter to its product range for basic mobilisation. It was advertised with the slogan: "Kunz and Hinz drive BINZ." The motor scooter, which was modelled by two Augsburg designers, was equipped with a shapely body and tailored to the frame. It was available with 50 ccm two-stroke engines from Fichtl & Sachs or ILO. In addition to the licence-free model, a version featuring a 150 ccm engine from Sachs was available starting in 1956.





MB 300 Station Wagon



MB 300 Station Wagon



Weidner S70 Condor

BUILT BY BINZ

BINZ VW T 1 double cab

The Transporter T 1 proved successful for Volkswagen starting in 1950. BINZ recognised a niche to be filled in the range of transporters: The Lorch plant extended the cab and fitted it with an additional bench behind the hinged cab door. The practical vehicle was built to transport up to six people in the cab as well as cargo on a large loading surface covering 2.63 m². Around 600 VW double cabs were produced on the T 1 platform body at BINZ between 1953 and 1958.



Mercedes-Benz 300 station wagon

In 1956, Caroline Folke, who lived in Paris, Manhattan and Long Beach, ordered a 300 C as a station wagon from Mercedes-Benz in New York, knowing very well that it did not offer such a model in its vehicle range. BINZ converted this vehicle. The extended roof with the matching tail section, modified rear doors with vent windows, a two-piece tailgate and the small taillamps of the 190 SL still lend the vehicles its unique elegance. BINZ produced yet at least one more vehicle, which was used as an ambulance for the emergency medical service in Bern.



Weidner S70 Condor

Hans Trippel, the designer of the amphibious vehicle and future Amphicar, developed a small sporty car with a 677 ccm Heinkel three-cylinder, two-stroke engine in the mid-1950s. He found a partner in Weidner OHG in Schwäbisch-Hall for the production of the S70 Condor. BINZ produced the plastic bodies. Despite the innovative design and detail solution, such as the panorama windscreen, numerous customers found the car too expensive. Around 130 vehicles and 200 plastic bodies were manufactured between 1957 and 1958.



1953

*W120 / W121*

1956



1957



1958



BUILT BY BINZ

New car, new direction

With the W 120 series, Mercedes-Benz phased out the 170 W pre-war type vehicle in July 1953, which was still based on the W 136 / W 191. It was a technical and formal quantum leap for the brand and many of its customers: Instead of a full-frame chassis with attached body, the new model had a self-supporting all-steel body welded to the frame. This construction increased the vehicle's stability and safety. The aerodynamic pontoon body shape offered the driver and passengers a significant increase in comfort and luggage space. And it also saved fuel.

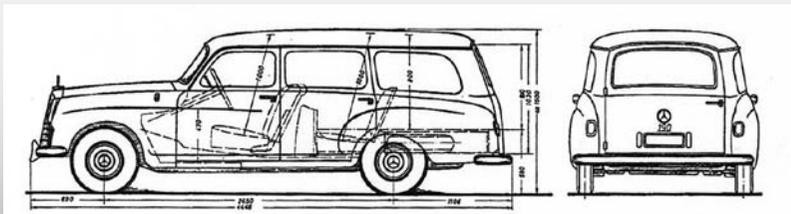
With the launch of the series, new ground was broken in the cooperation with body manufacturers. Up until then, bodies could only be acquired from Daimler-Benz as a complete vehicle. The customer was now able to have the special-purpose vehicle built from a coachbuilder of his choice. Daimler-Benz supplied the chassis with two or four-door partial bodies and the body manufacturer provided the desired final body shape at its own costs. There were still 5667 units produced between 1955 and 1962.



Ambulances in a new innovative light

In March 1955, BINZ introduced an ambulance prototype in Sindelfingen on the chassis type 180. Production started four months later. Of the 162 special-purpose chassis registered with Daimler-Benz up until the spring of 1956 for not less than ten body companies, BINZ accounted for 67 ambulances and eight stations wagons. BINZ created an all-steel body that continued the original body shape line and was comparably more cost-effective to produce. The window height remained the same and the roof line flat. The front doors including the frame and windows were reused.





BUILT BY BINZ

One body – countless possibilities

Station wagons were produced with a hinged rear door and a horizontally split rear tailgate. Detail solutions, such as two-door, four-door, sheet metal clad or glazed rear doors, were offered for various requirements. This is also how the 10 cm shorter station wagon attracted its private and commercial customers. The Mercedes-Benz customer service drove the station wagons produced in Lorch.

The success had solid foundations and good reasons: the Mercedes-Benz W 120/121 chassis at BINZ during the time of Germany's post-war economic boom as well as a modestly modified functional product for a new developing market.

Another area for vehicle bodies was carefully developed during the second half of the 50s: the first hearses based on the Mercedes-Benz Ponton were manufactured at BINZ. In July 1955, BINZ presented a pick-up prototype on the type 180 D chassis at the Sindelfingen plant. Between 1956 and 1958, due to tight import restrictions for cars, Daimler-Benz delivered two-door type 180 Mercedes-Benz chassis on partial bodies to South Africa. They were fitted on-site with a loading surface by Morewear Industries of Germiston. BINZ pick-ups also found their way to South Africa. They are distinguished by the gap between the B-columns and body as well as the compartment for the spare wheel under the tailgate.



*Unimog**W110 / W115 Kombi*

BUILT BY BINZ



Commercial vehicle with character

In 1962, BINZ starting producing a new ambulance generation based on the Mercedes-Benz W 110 series. Similar to the Mercedes-Benz Ponton, it was manufactured in Lorch on the chassis of the "small tail fin" station wagon.

Apart from the slightly lower roof, the vehicle strongly resembled the Europ 1000 ambulance model. The rear doors of the limousine remain unchanged. Similar with the ambulances, a continuous tailgate was installed. The vehicles back then did not enjoy the status of today's lifestyle station wagons, but were in fact viewed as commercial vehicles with character. Only a modest quantity was produced and they required a high level of manual labour. Various loading heights and bench variants were available, depending on usage. BINZ offered a third bench as a taxi variant.

After the Mercedes-Benz "Strich-Acht" (loose translation: stroke eight) model was produced in 1968, station wagons in the Lorch plant were manufactured on the chassis of the W 114 / 115.

BINZ setting market trends

BINZ set trends for other model variants in the market. After an extended limousine was built based on the "small tail fin", the company then decided to develop a pick-up model based on the "Strich-Acht" (loose translation: stroke eight). At the beginning of the 70s, this vehicle was enhanced with a five-seater double cab and offered by Mercedes-Benz in the product range for Argentina. In 1977, Mercedes-Benz presented the 123 series T-model. At this time, the history of the station wagon based on Mercedes-Benz was already over two years old. BINZ: one of the first trendsetters.





BUILT BY BINZ

Unimog KrKw

BINZ manufactured military ambulances starting in the mid-50s. Among others, the first model was the Borgward B1500. Later on, the Unimog 404 was in high demand. It was fitted in Lorch with first aid kits or sets of stretchers. The vehicles could carry four wounded soldiers lying on stretchers or two lying down and four sitting up. The Unimogs were sent directly from the plant to the local filling station and were then transported from the plant's own railway siding to their destinations.

Production of the successor model, the 435, also started in 1976. A large number of them were equipped as ambulances. The German army purchased 1800 Unimog ambulances (KrKw) with BINZ bodies in 1984. BINZ also converted Unimogs into mobile medical squad vehicles (BAT) for the army's increased deployments abroad. Fitted with state-of-the-art equipment, including a power generator and a removable air-conditioning system, the vehicle provided on-site emergency medical care.

BINZ is always there with its experiences and expertise gleaned from over five decades of ambulance production.





Mercedes-Benz W124 and W210



BUILT BY BINZ



BINZ A 2001

In 1984, Mercedes-Benz presented the W 124 series, which together with the new compact W 201 series was to phase out the predecessor model produced since 1976. Unlike the previous models, the extended chassis manufactured at the Bremen plant was no longer based on the Mercedes-Benz limousine but the T-model instead. From 1985, BINZ produced the A 2001 ambulance on the extended Mercedes-Benz chassis with a partial body.



6-door limousine V 124

After a five-year break, Mercedes-Benz presented the sophisticated 124 series models again with a long version of the mid-range series at the IAA in Frankfurt in 1989. The limousine had a wheel base extending 3.60 meters. Unlike its predecessors, the body was fitted with six doors. The V 124 body was a joint development between Daimler-Benz and BINZ. BINZ took over the raw body work when series production for the long version started in 1990. 2161 chassis were manufactured up until 1994.

Already back in 1966 when the first long tail fin limousine was manufactured, the two companies were closely working together on developing and producing extended limousines. As a result, four-door W 115 and W 123 series limousines, etc. were also produced as support vehicles for governments all over the world.



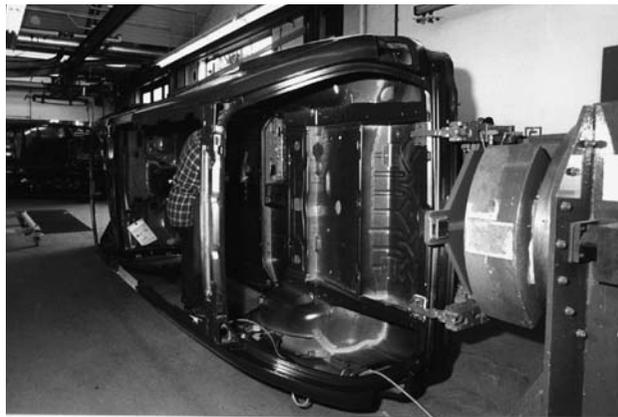
2000



2003



BUILT BY BINZ



BINZ A 2002 and VF 210

The special-purpose vehicle manufacturer no longer offered two wheelbases for the W 210 series, which was introduced in 1995 and distinguished by its aerodynamic body. It was the first model in the series to be fitted with four elliptical headlights and was only produced as a 74 cm longer version based on the T-model. From this time on, the VF chassis was produced directly at BINZ and delivered to the other body manufacturers from the Sindelfingen plant. BINZ then produced the A 2002 ambulance itself.



A-class Caddy

BINZ makes many things possible. For example, BINZ also manufactured a limited special series of Golf vehicles based on the Mercedes-Benz A-class at the request of an Arabic royal family. Here, the original roofs, roof columns and doors were removed. The chassis was reinforced and the entrances were panelled. The luggage compartment was replaced by a rear-facing bench. 40 units were produced.



Light Infantry Vehicle Special Operations

Working together with Rheinmetall Landsysteme, BINZ developed and produced a light armoured, air-deployable, off-road vehicle fitted with a roll bar based on the Mercedes-Benz Wolf 270 CDI G. The LIV (SO) is equipped with a smoke mortar, a winch and an extra fuel tank. It can also be equipped with one heavy and two light machine guns. It is deployed by special units, such as the special commando forces of the German army.

smart Crossblade*Mercedes-Benz W211*

BUILT BY BINZ

smart Crossblade

In 2001, smart presented a bold design study at the Geneva Auto Salon, which turned into reality only one year later. In 2002 and 2003, under the direction of Berndt AG, BINZ produced a limited series vehicle (2000 models) that was stripped down to the essentials: no roof, no windscreen and only narrow struts instead of doors. The seat covers were water-repellent and the dashboard was waterproof.



Tradition and progress – BINZ Melioth and Omniel

In 2002, BINZ started developing a hearse based on the Mercedes-Benz chassis VF 211. With unrestricted creativity, BINZ produced a vehicle with a new unique, striking design: the Melioth. In 2003, BINZ developed the four-door Omniel for the UK, a core market for hearses. With this vehicle, BINZ struck a balance between modern passenger protection and the English tradition of an open and transparent vehicle. The advantage for BINZ customers. The extended W 211 limousine was ordered for transporting the family members.

The hearse body was produced in a high-strength, fibre composite sandwich construction. The GRP components are produced with utmost precision and are also cost-effective. The concept distinguishes between a plastic body and a metal chassis. The light body is bonded to the basic vehicle without adverse thermal influences. This innovative technology allowed the incorporation of new design dimensions with smoother lines and a more spacious interior. Today, the second generation Omniel and Melioth (VF 212) has made BINZ one of Europe's most successful hearse manufacturers.



Selected BINZ models and construction periods of the basic vehicles

Brand	Model series and BINZ product	1940	1945	1950	1955	1960	1965	1970	1975	1980	1985	1990	1995	2000	2005	2010
BINZ	Motor scooter (page 7, 12, 13)				■	■										
	VF 212 FG, BW, LL, Xtend (page 9, 23)															■
BMW	502 KrW				■	■	■									
Borgward	B 1000 KaW (page 5, 22)	■	■	■												
	B 1500 KrW				■	■										
Fiat-NSU	Weinsberg assembly															
Ford	Transit 1-4 KrW (page 8)				■	■	■	■	■	■	■	■	■	■	■	■
Gutbrod	Atlas body (page 6, 10, 11)				■	■										
	Cabs				■	■										
Krupp/ Südwerke	Titan/ Mustang cabs (page 6)				■	■										
Mercedes-Benz	L 1500A KaW	■	■	■												
	W 136, W 191 KaW, taxi, station wagon, police vehicle (page 6, 12)	■	■	■	■	■										
	W 120/ 121 Ponton KrW, station wagon, Pu, BW (page 7, 15)				■	■	■									
	W 186 Adenauer SW, KrW (page 1, 13)				■	■										
	W 110 tail fin KrW, station wagon, BW, LI (page 8, 16)						■	■								
	W 114 115 "Strich Acht" KrW, station wagon, BW, Pu (page 8, 16, 22)							■	■							
	W 123 KrW, BW, LI (page 8, 23)									■	■					
	W 124 KrW, LI (page 18)										■	■				
	W 210/ VF 210 KrW, FG, LI, Pu (page 9, 19, 23)												■	■		
	W 211/ VF 211 KrW, FG, BW, LI (page 20, 23)														■	■
	W 460-463 G-model KrW, LIV (page 9, 19)										■	■	■	■	■	■
	Unimog 404, 435, 3000-5000 KrW (page 17)					■	■	■	■	■	■	■	■	■	■	■
	Actros Mobile Hospital													■	■	■
	W 901-906 "Sprinter" KrW													■	■	■
	T 1 "Bremer" KrW									■	■	■	■	■	■	■
	T 2/309-313 "Düsseldorfer" KrW (page 8)								■	■	■	■	■	■	■	■
	L 206 "Harburger" KrW (S. 8)								■	■						
	L 319, L 405, L 406 KrW, Doka					■	■	■	■							
	LP 315 cab					■										
	W 638-639 "Vito" police vehicle													■	■	■
	W 168 "A-class" Caddy (page 19)														■	■
smart	Crossblade assembly (page 20)														■	■
Volkswagen	T 1 Doka (page 6, 12, 13)				■	■										
Weidner	Condor S 70 body (page 13)					■										

Abbreviations used: KrW: Ambulances / KaW: Box-body type / BW: Hearses / Pu: Pick-up / FG: Chassis / LIV: Light Infantry Vehicle / SW: Station wagon / LL: Long limousine

1936

1940



1950



1960



1970

UNDERSTANDING CHANGE

Craftsman skills and industrial production

BINZ has been devoted to building vehicles for 75 years. The experience and know-how gleaned over the years is still used and built upon to the present day by the employees working in assembly through to engineers working in development. BINZ cars are products made by specialists. Technical procedures and industrial manufacturing processes are merged in their production.

For decades, BINZ has manufactured automobiles to fulfil special requirements. The majority are based on Mercedes-Benz chassis. We take painstaking measures to develop and build our vehicles with the utmost meticulousness. People take centre stage in the process. The BINZ ambulances help save lives. Our extended limousines guarantee the appearance with style. The hearses accompany those along their last journey. We build cars with passion – from tradition.

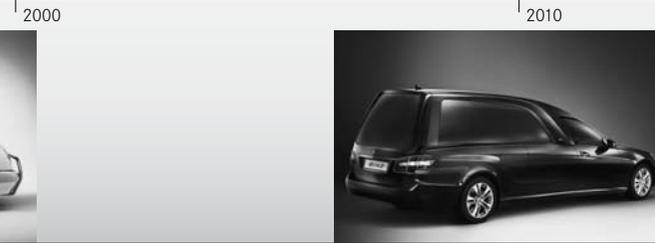
Innovation and market impulses

In 1955, BINZ designed one of the first ever Pullmann forward control cab for Daimler-Benz. BINZ already relied on innovative materials back when it manufactured its first mass produced ambulance in Lorch: back then it was steel, today it is GRP. It gained its first experiences with plastics as early as 1957 with the chassis for the Weidner S 70 Condor. BINZ already recognised in 1962 that the interior lengths of ambulances were not sufficient for growing demands and built corresponding vehicles on extended chassis.

Wherever new opportunities open for special-purpose vehicles: BINZ is there. BINZ developed pick-ups on Mercedes-Benz chassis for markets, where vehicles were needed to transport goods and people alike. When SUVs took over cities, BINZ offered the E-class with loading surface. To transport several people in one vehicle, BINZ constructed the extended limousine based on the "tail fin".

When it comes to exploring new areas of use, BINZ manufactures innovative products and anticipates solutions. The new Xtend, a station wagon on the VF 212 chassis, also stands for this tradition. We understand change.





UNDERSTANDING CHANGE

Pioneering decisions

The wide range of BINZ vehicles and bodies is an expression of the shifted focus in changing markets: the previous launch of series production in the commercial vehicle area, the subsequent focus on ambulance business or the current concentration on producing hearses, extended limousines and chassis as a registered vehicle manufacturer (OEM).

That BINZ's success story has continued up until today is the result of important business decisions: from Michael Binz through to the current management. Recognising developments in markets early on and anticipating customer's needs is what has made us strong.

Partners for decades

BINZ has been a reliable partner of Daimler AG for more than seven decades. Together we developed vehicles and chassis, custom-made or produced in series in close cooperation.

There are countless reasons why we have been successfully building bodies and special-purpose vehicles for 75 years. With this in mind, we continuously work on improving our products and services. Always working towards innovations. With our partners. For our customers.





BINZ GmbH & Co. KG

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