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# Press release

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## **Wacker Neuson committed to strengthening dealer partnerships**

Wacker Neuson South Africa remains steadfast in its commitment to strengthening its dealer partnerships in a move to further improve its customer service offering.

“As market leaders in the supply of world-class engineered Compact and Light Equipment to the Sub-Saharan construction, mining and agricultural sectors, customer service forms the backbone of everything we do,” says Wacker Neuson Sub-Saharan Africa Managing Director, Dennis Vietze. “As a primary route to market and located close to our customers, our dealers are fundamental to ensuring excellent and sustainable customer service delivery so it follows that they are an essential part of our business. Reinforcing our dealer relationships is also part of our continuous improvement strategy that sees us identifying and correctly positioning key products and building solid customer relationships.”

Dennis notes that careful consideration is taken when appointing dealers to represent the world-leading Wacker Neuson brand. “It is most important that we are like-minded when it comes to our value proposition of product quality and customer service. The fact that we are in it for the long run is reflected in the long-term relationships that we forge with our dealers inside and outside our borders.”

Action Plant & Equipment (A.P.E.), appointed in 2010 as an exclusive Wacker Neuson dealer to service the needs of customers across the Eastern Cape region, serves as an excellent example of a successful long-standing dealer relationship. A.P.E. was established in 1991 by the late Mr. Larry Barnes and sold to the current owner in 2010. The East London head office, supported by a satellite branch in Mthatha, is perfectly positioned to effectively supply Wacker Neuson's complete range of Light Equipment (LE) and well as products from the Compact Equipment (CE) range to the Eastern Cape Province's private and state-owned construction small plant and equipment industry as well as a cross over into the Agri-sector. Managing Director, Andrew Keil says that the business successfully takes a three-point approach - new equipment sales, hire and repair - to the construction and small plant market. “Our one-stop policy for the small plant and equipment market gives us the edge because customers know they can conveniently deal with one company for all their CE and LE equipment requirements.”

Graham Gadd, Wacker Neuson Durban Branch Manager, says “We are proud to be associated with a professional partner like A.P.E.. Spearheaded by Andrew and a seventeen-strong staff, A.P.E. is a well-established company with exceptional levels of service that have earned the respect of our regional customer base. They are well equipped to assist our customers with products and pricing at the same level they would achieve dealing directly with Wacker Neuson.”



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Graham confirms that a lot of effort is put into continuing to build on the close business relationship with A.P.E. Andrew will have the opportunity to visit Wacker Neuson factories in Germany in June this year which Graham says will give him direct exposure to the greater Wacker Neuson family. Alongside joint venturing with A.P.E. in branding and signage at its East London HQ, Wacker Neuson Durban is in the process of establishing a customer showroom at A.P.E. to showcase its various offerings. All Eastern Cape customer inquiries will be channelled through A.P.E. and regular visits and consultations between Wacker Neuson and A.P.E. are in place. "We are also undertaking a drive to introduce A.P.E.'s product offering at a local level on our CE. We jointly canvass this region and customers get to see both A.P.E. and Wacker Neuson representatives on a regular basis."

"The new Wacker Neuson senior management have shown their ongoing support in growing the relationship for the future," comments Andrew. "Our secure relationship with Wacker Neuson enables us to invest in the brand through staff training, learning and promoting the products which all goes to building a three-way trust between the brand, A.P.E. and our customers." He confirms that the premium class of Wacker Neuson equipment has a long standing reputation for reliability in the market. "Our customers understand the old adage, 'you get what you pay for'." Andrew also welcomes the introduction of the 'value range' of machinery which he says enables their end-customers to choose the correct products based on their own site needs.

With training viewed as a critical relationship building block, Wacker Neuson Durban provides new product introductions and regular on the job/practical on-site training to A.P.E. enabling the dealer to support its comprehensive workshop and spares facility with Wacker Neuson-trained technicians and capable repair agents of Wacker Neuson products. Graham confirms that full training has been completed on all LE offerings and that it is an ongoing process. "Training will also be completed on our heavier CE machines once they are in place."

While A.P.E. is non-certified as a training centre, Andrew says they offer on-site familiarisation sessions with operators and supervisors in order to show the basics for safe operation and daily maintenance of the machinery.  
Ends/

Photo Caption: *Dennis Vietze MD Wacker Neuson (left) with Andrew Keil MD Action Plant & Equipment who says that Wacker Neuson premium class equipment has a long standing reputation for reliability*

## About Wacker Neuson

The Wacker Neuson Group is an international family of companies and a leading manufacturer of light and compact equipment with over 50 affiliates and 140 own sales and service stations. The Group offers its customers a broad portfolio of products, a wide range of services and an efficient spare parts service. The product brands Wacker Neuson, Kramer and Weidemann belong to the Wacker Neuson Group. Wacker Neuson is the partner of choice among professional users in construction, gardening, landscaping and agriculture, as well as among municipal bodies and companies in industries such as recycling, energy and rail transport. In 2017, the Group achieved revenue of EUR 1.53 billion, employing more than 5,500 people worldwide. [www.wackerneusongroup.com](http://www.wackerneusongroup.com)

Issued on behalf of:

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