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# Press release

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## **Wacker Neuson appoints new dealer, strengthens foothold in Northern Cape**

Wacker Neuson, South Africa's foremost supplier of light construction equipment and compact machines, recently appointed Van Zyl Agri (Pty) Ltd. in Upington as its official dealer in a move to expand its footprint in the Northern Cape.

"While we were exhibiting at Nampo 2017, Johan van Zyl Snr. and Johan van Zyl Jnr. approached us expressing an interest in Van Zyl Agri becoming a recognised Wacker Neuson dealer to support their diverse network of customers in the Northern Cape," explains Wacker Neuson's North West Sales Representative, Craig Cilliers. These discussions prompted a visit to Van Zyl Agri in October 2017 by Wacker Neuson Managing Director, Dennis Vietze and team leader Rainer Schmidt. Shortly afterwards Van Zyl Agri was duly appointed as a non-exclusive Wacker Neuson dealer in the Northern Cape.

"We were impressed by Van Zyl Agri's large customer base, their various franchises and established fitment centre and workshop," states Dennis. "We also recognised the high value they place on establishing and maintaining strong customer relationships built on their commitment to providing quality products and service, tenets shared by Wacker Neuson. This latest dealer agreement is also in line with our growth strategy to position our products and services closer to our customers through the strengthening of our dealer network."

Van Zyl Agri strives to generate customer confidence and peace of mind by providing a superior, all-encompassing service to earthmoving/agricultural contractors and hire companies as well as to the agricultural community with a specific focus on vineyards and the pecan nut industry. The family-business was started by Johan van Zyl Snr. in early 2010, buying, restoring and reselling second-hand tractors from home premises. "The business grew rapidly, forcing me to move to Upington's industrial area in 2013 where I started a fitment centre for safety film and rubberising of bakkie bins," explains Johan Snr. In 2014 Van Zyl Agri became a YTO Tractor franchise. A year later Johan Jnr. joined the business and more franchises including FAW followed. With a growing customer base the premises soon became too small and Van Zyl Agri moved to their current address at 1 Vooruit St., Industria, Upington.

Van Zyl Agri recognised that becoming a Wacker Neuson dealer would add tremendous value to their product and service offering to customers. Before approaching Wacker Neuson, Van Zyl Agri did its homework. "The Wacker Neuson brand is well-known and respected by customers in the Northern Cape and the equipment is widely used due to their suitability to the area's notoriously harsh conditions," confirm the father and son team. "It therefore came as no surprise when we received a request from one of Wacker Neuson's customers in the region as well as from one of our customers to consider becoming a Wacker Neuson dealer."



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According to Johan Snr. the region offers a great deal of untapped potential. "The pecan nut industry which makes use of excavators, telehandlers and skid steers is showing rapid expansion. Excavators are also a popular choice in vineyards and we are seeing a notable trend in our area with farmers moving away from digger loaders to the smaller, more versatile and affordable excavators. The numerous solar farms in the area have also resulted in a marked increase in contractors and hire companies." Johan Snr. adds that due to the vastness of the territory they cover only the very best products and services will do as customers simply cannot afford breakdowns due to the time it takes for a technician to travel to site or to get the product to a workshop.

"As a Wacker Neuson dealer we are now perfectly positioned to serve these customers near and far through the sale and rental of a wide range of superior quality products supported by equally matched after-sales service," affirms Johan Snr. With after-sales service repair, maintenance and parts supply responsibility, Van Zyl Agri has appointed dedicated Wacker Neuson personnel to ensure that this aspect of the business is seamless. In terms of the dealership agreement, Van Zyl Agri will also appoint two dedicated sales representatives to target defined markets in the Northern Cape's agricultural, construction and mining sectors. They have also undertaken to host open days as well as industry specific farmers/construction days to increase awareness and generate sales.

The Wacker Neuson product range available from Van Zyl Agri includes telehandlers, excavators, dumpers, pedestrian rollers, rammers, electric and petrol breakers, petrol power cutters and floor saws, generators as well as trash pumps. Defined by robustness, efficiency and versatility, Wacker Neuson's range of equipment and machines are up for any task, from general materials handling and compaction to excavation and trenching.

Wacker Neuson has already provided practical and theoretical training on the service and repair of all machines to Johan Snr., Johan Jnr. and Van Zyl Agri mechanic, Edward Johannes Manuel, at the end of 2017. Craig confirms that training will be an ongoing objective throughout 2018 with Van Zyl Agri personnel periodically attending training courses at Wacker Neuson's Johannesburg head office as well as at Van Zyl Agri, where key Wacker Neuson technical personnel will present training on all aspects including repair, service, application and sales.

Van Zyl Agri hosted a highly successful open day on 15 March 2018 which presented the ideal platform for Wacker Neuson to interact with both Van Zyl Agri staff as well as customers in the Northern Cape region. "In addition to demonstrating the all-round versatility and efficiency of our equipment, the open day also enabled us to showcase our turnkey solutions offering that positions Wacker Neuson as *the* market leader in its respective fields," concludes Dennis.

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## 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)

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