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Press release

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Wacker Neuson makes its mark in Zimbabwe with appointment of new dealer - Pelgin Consulting Services

Expanding its dealer network past the South African border, Wacker Neuson, a global leading manufacturer of light and compact equipment, appointed family-owned Pelgin Consulting Services (Pvt) Ltd. as its official dealer in Zimbabwe on 28 August 2018 during an opening celebration held in Harare.

"The need to grow our dealer network stems from our strategy to be closer to the customer," states Dennis Vietze, Managing Director for Wacker Neuson Sub-Saharan Africa. "Our customer-centric approach allows for the product to reach the customer in an efficient manner regardless of location. In addition to gaining an in-depth understanding of our customers' needs, we are able to reduce lead times due to quick and easy access to products and spares, ensuring optimised productivity our customers."

Pelgin Consulting Services' relationship with Wacker Neuson began when current owner and Managing Director Gary Moorcroft's late father, Bryan, established what was then known as Conquip Zimbabwe. Bryan nurtured the relationship growing Conquip into one of Wacker Neuson's longest serving dealers of over 40 years in the Sub-Saharan region. With its roots in Conquip Zimbabwe, Pelgin, under the leadership of Gary and Christine Moorcroft, will continue this solid legacy as a leading Wacker Neuson dealer.

The company's 2600 m² head office located in Harare includes fifteen permanent staff members with an agent in Kwekwe. with a branch to be opened in the second City, Bulawayo, in Matabeleland. Operating primarily within the construction, civils, mining, industrial and agricultural sectors across Zimbabwe, Pelgin is focused on developing the ability to hold appropriate stock of equipment as well as to support customers and end-users across Zimbabwe. The company has a massive Wacker Neuson fleet which Moorcroft believes runs onto hundreds.

Recently, the Zimbabwean political, social and economic landscapes have seen progressive changes with a tremendous positive impact on the country on the back of which business is poised to prosper. Moorcroft predicts enormous growth presented by the infrastructural rebuilding of the country. "A new era in Zimbabwe has awakened and Wacker Neuson is excited to expand our footprint even further into Sub Saharan Africa," comments Justin Bergh, Territory and Export Manager at Wacker Neuson South Africa. "The opportunities within Zimbabwe will be mutually beneficial to the two companies; the country's growing need for premium construction equipment will be backed by Pelgin which as a local business, is perfectly positioned to support every product within the Wacker Neuson stable including spares, service and warranties."

While emphasis will be on compaction and construction equipment, Pelgin will also offer customers Wacker Neuson's complete product portfolio. "Wacker Neuson products are renowned for their superior quality without compromise and set the industry benchmark," notes Moorcroft. "When it comes to efficiency and reliability, Wacker Neuson is the premium brand of choice for our customers with rammers and plate compactors the firm Wacker Neuson favourites. These products launched the company to become a household name in Zimbabwe."



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Moorcroft adds that they are seeing a noticeable increase in customers asking for Wacker Neuson pedestrian rollers, pumps, light towers and larger equipment. As Zimbabwe is becoming an attractive location to competitors, Moorcroft believes that Pelgin's perceived ability for product support and offering sound solutions while maintaining competitiveness will be the main differentiating feature to their success. "The dealer agreement with Wacker Neuson and the exceptional support from Vietze and his team provides our customers with peace of mind in not only the products but also in our capabilities and expertise in a technical environment," affirms Moorcroft.

One of the synergies shared by the two companies is the understanding that after-sales service including repair and maintenance are key to completing a total product package. Moorcroft considers Wacker Neuson service and after-sales service levels which have been built on years of trust to be of the very best. In the event of planned maintenance or a breakdown, customers and end-users require fast and efficient service to keep operational downtime and subsequent production losses to an absolute minimum. All after-sales service on Wacker Neuson equipment will be taken care of by Pelgin.

In order to ensure optimum after-sales service excellence to customers, Wacker Neuson will conduct product and service training both onsite in Zimbabwe as well as at its head office in South Africa. Bergh notes that this dual training approach is particularly important during the ramp up phase as several man hours will be allocated to ensure that Pelgin employees are fully trained on all products within a twelve-month period.

Vietze and Bergh point out that as Pelgin is operated by a very close-knit family, these values which are also deeply woven into the seams of Wacker Neuson, will enhance the customer experience. "Growth with the correct partners is the first step to long standing sustainable business in the market and once the global economy is on the upturn, Wacker Neuson needs to be strategically positioned with competent and experienced partners like Pelgin who share our long-term growth ambitions and passion for quality premium construction equipment. This dealer agreement with Pelgin brings untapped business opportunities to Wacker Neuson and we welcome the Pelgin team on board."

Vietze concludes: "Although the expansion of our dealer network is a top priority, we remain focused on maintaining and strengthening the relationships with our long-standing dealers. We also strive to offer strong support to our new dealers so that they will develop into long-term partners."

Wacker Neuson continues to cast its dealer network ever wider within the African continent which will see more dealer partnerships established in the upcoming months.

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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



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