



**WACKER
NEUSON**
all it takes!

Press release

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Wacker Neuson hosts its first Dealer Summit on Sub-Sahara African soil

Construction equipment and compact machines specialist, Wacker Neuson South Africa, considers its dealer network integral to upholding customer service excellence.

“Our dealers are our primary route to market and are perfectly positioned to deliver our comprehensive product and service portfolio to the customer’s door step quickly and efficiently,” notes Dennis Vietze, Managing Director of Wacker Neuson Sub-Saharan Africa. “By supplying superior quality, reliable equipment and reducing lead times, we assist our customers in maximising their uptime for optimised productivity and profitability.”

In line with this dealer-centric approach, the past few months have seen the roll out of a number of new dealerships both in South Africa as well as cross-border. While previously Dealer Summits were organised at corporate level, Wacker Neuson South Africa took the initiative to implement the first Summit of its kind in the Sub-Sahara African region. On 24 and 25 January 2019, thirteen dealers from across South Africa as well as from neighbouring countries Botswana, Mozambique, Namibia and Zimbabwe, gathered at Wacker Neuson’s premises on Johannesburg’s West Rand to share in this milestone event.

“Our dealers are in essence an extension of the Wacker Neuson brand and we therefore align ourselves exclusively with like-minded dealer partners who share our vision, our values and our commitment to service excellence,” states Vietze. “In line with this mandate, we pursue a dual strategy that focusses on not only expanding our dealer network but also, and most importantly, on consistently strengthening these partnerships.”

Industrial Building Supplies and Plant Hire (IBS) in Windhoek, Namibia, claims the title of longest standing dealer whilst newest kid on the block, All Power and Lawn Equipment in the Limpopo Province, joined the Wacker Neuson dealer fold in January 2019.

“We always strive to reinforce solid relationships with our customers and we do not treat our dealers any different. While there are many ways to nurture our dealer partnerships, we have strategically positioned Wacker Neuson to be able to deliver to the dealers our turnkey products, parts and spares, services and training which we consider to be the life blood of healthy and successful collaborations. We are confident that our unwavering support of our new dealers will motivate long-term partnerships.”

During the two-day Dealer Summit a business review of 2018, company targets for 2019 as well as a detailed strategy explanation of Wacker Neuson (Pty) Ltd. were unpacked. Enforcing communication and transparency within the dealerships was one of a number of the primary objectives of the Summit. “A Wacker Neuson dealer is not meant to only sell our premium equipment; we want to treat them as part of the family and therefore trust within all business activities is one of our most fundamental drives,” affirms Vietze.



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The Summit also provided the dealers with the opportunity to engage with international colleagues and representatives from Wacker Neuson production sites in Germany, Austria and the United States who, as product specialists, were able to impart invaluable knowledge.

The Dealer Summit 2019 has brought everyone closer together and has staged a unique platform where know-how was gained and experiences were shared for the ultimate goal of unitedly growing the Wacker Neuson brand across Sub-Saharan Africa.

Vietze wraps up: "Let's do it in 2019!"

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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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