

TEREX AFRICA EXTENDS ITS NETWORK

Stemming from its recent alliance with transportation and mobility giant Imperial Holdings, Terex Africa is significantly extending its sales network, both in South Africa and across its borders.

In January, Imperial Holdings purchased the entire issued share capital of the African division of the global Terex Corporation, paving the way for substantial growth for the company owing to a radically enlarged sales territory and a far broader product range facilitated by the deal.

To support this growth, the company has embarked on a rapid expansion programme, with five branches having already been successfully opened in South Africa in just four months.

These new branches are situated in Johannesburg, Middelburg, Durban, Cape Town and Kimberley, while Atlas Plant Hire's black economic empowerment arm, Dilizintaba Earthworks (Pty) Ltd, has been selected as a sales agent as well as a supplier of a comprehensive range of after sales and customer support services. So far, Dilizintaba Earthworks, has been contracted to service buyers in the East London, Port Elizabeth and Rustenburg areas

Tammy Davies, Terex Africa Marketing, explains that this is only the beginning of the company's widespread expansion process as it gears up to extend its footprint both in and beyond South African borders.

"Our distribution range now comprises 12 countries, including South Africa, Angola, Botswana, Lesotho, Namibia, Malawi, Madagascar, Mozambique, the Seychelles, Zimbabwe, Zambia and the Indian Ocean Islands," she says, adding that a significant number of branches and agencies will be established in these regions in the coming 18 months.

Terex Africa believes that in light of the boom in the mining, construction and roadbuilding industries in Southern African countries, there could not be a more opportune time for it to extend its presence in the market place.

As a consequence of the Imperial acquisition, Terex Africa now not only sells a diversified range of mobile cranes and equipment for the mining and minerals processing markets, but has also ventured into the construction and road-building sectors," says Davies, adding that incorporated

in this expansion is a focused drive to strengthen and enhance existing customer technical support structures and the supply of spare parts.

Since the acquisition, Terex Africa has increased its market share considerably and will double its staff complement over the coming year.

Territory South Africa



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