



For Earth, For Life
Kubota

PRESS ANNOUNCEMENT (for early May issue)

Kubota Engines expands partnership with Mitchell Powersystems

Kubota U.K Engine Division is pleased to announce it has strengthened its strategic partnership with Mitchell Powersystems (MPS) after extending the distribution of Kubota's full range of engine solutions into two new territories.

This latest announcement now means that MPS will distribute Kubota's complete range of oil and water cooled diesel and dual fuel engines in the North West of England and Northern Wales from its Sutton-in-Ashfield depot, as well as supply the South and South East of England from its Romsey depot. Each branch will also deliver full support services and spare parts to dealers and Original Equipment Manufacturers (OEMs) across a range of industry sectors.

Daniel Grant, Business Development Manager for Kubota UK's Engines Division, commented: "This is an exciting relationship that brings together two leading players in the industrial diesel engine market.

"The first phase of this investment programme saw MPS' Glasgow depot become the national distributor in Scotland for Kubota Engines last year. Based on the success of this partnership in a short space of time, we are now absolutely delighted to be rolling this out into two new territories to further strengthen our service offering and open up new opportunities for growth."

Kubota's latest announcement means that the company has terminated its relationships with Phoenix Power Services and Woodleigh Power Equipment, who were previously responsible for the North West and South respectively.

MPS Sutton-in-Ashfield and MPS Romsey will resume responsibility of these former Kubota U.K Engine dealer territories with immediate effect.

Daniel continued: “The introduction of MPS Sutton-in-Ashfield and MPS Romsey is all about strengthening Kubota’s proposition to the market and driving brand growth further. By joining forces with MPS in these two new territories, we believe that we can deliver on this promise. I’d like to wish Woodleigh Power Equipment and Phoenix Power Services all the best in the future.”

Commenting on this latest announcement, Darren Hill, Sales Director at MPS, said: “Following the appointment of our Glasgow Depot as the national distributor for Scotland, we are delighted to expand the Kubota engine business into our Head Office in Sutton-in-Ashfield and our location in Romsey.

“Sutton-in-Ashfield controls all our Field Service Engineers covering the north of England (13 in total). Sutton is also the home of our Parts Distribution Centre, Engine Sales, Parts Sales and Finance teams. Our Romsey location is ideally located to cover the south and south east of England with 6 engineers working from Romsey, complimented with local service stock tailored for local demand. We look forward to working with Kubota to deliver operational excellence and further growth throughout these locations.”

For more information on Kubota call 01844 268000 or visit www.kubota.co.uk. To find out more about Mitchell Powersystems, visit www.mitchells.co.uk.