



**TAKEUCHI**  
TOUGH  
DEPENDABLE  
EFFICIENT

## TAKEUCHI TRANSITION SETS SCENE FOR GEOGRAPHIC GROWTH

Globally renowned Takeuchi construction machinery have a new distributor, one with its sights set on continued growth throughout New Zealand.

Hunter Powell Investment Partners, the investment company founded by Sharon Hunter and Tenby Powell, sold New Zealand Equipment Group (NZEG) to Wellington based Central Equipment Group (CEG) a division of Central Forklift Group Ltd, and with it the agency for Takeuchi equipment in July 2019.

"We are thrilled to have reached agreement with Hunter Powell and Takeuchi Japan to take over this leading brand", says CEG Managing Director, Des Walsh.

Central Forklift Group established in, 1996 in Lower Hutt, is the import distributor for Heli forklifts & Kevrek cranes and has the agencies for Jungheinrich, TCM forklifts along with Hyundai & UD Trucks. Their recent acquisition of Fowlers Machinery in Auckland has whet their appetite for continued geographic and sector growth.

"Takeuchi adds a big dimension to our existing materials handling and truck brands and heralds our move into the construction machinery sector", says Walsh.



## GLOBAL STANDARD

## QUALITY & RELIABILITY

General Manager of NZEG, Vaughan Wright says, "This is an exciting time for us and the Takeuchi brand. All our staff have joined CEG and we will still operate under our old company name as a trusted partner within the construction industry".

"This move enables a greater geographical reach for Takeuchi into the central North Island and the lower South Island co-locating ourselves with existing CEG branches in Wellington, Palmerston North, Napier and through CEG owned Fowlers Machinery in Auckland and Hamilton. Auckland office is now moved and located at 102 Carbine Rd Mt Wellington Auckland. We have retained our Christchurch office and have an emphasis to grow the service providers in the south. We will offer a greater product range which I anticipate will be well received by our New Zealand customers. Our mission is to supply a better customer experiences by offering a bigger support team not just for sales but the whole after sales experience, says Wright.

"Under Hunter Powell Investment ownership we have once again taken the Takeuchi brand back to a market leadership position with annual sales in excess of 200 machines and now with an opportunity to grow further market share".

Hunter Powell Investments Director, Tenby Powell says, "CEG is a great home for the Takeuchi brand. They are a professional and well-respected organization and their move into the construction sector will be welcomed".

"An essential part of this agreement was that our staff transition with the business and have continued job security, now in a larger company environment. They bring a wealth of product and market knowledge and I anticipate the Takeuchi brand growing in New Zealand even further", says Powell.

# NZEG

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