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MEDIA RELEASE

KUHN expands its dealership network in NSW and QLD

Global farm machinery manufacturer KUHN has increased its dealer footprint in Australia by adding ten new dealerships, as part of the Vanderfield group, to its network across New South Wales and Queensland.

The new dealer locations include Beaudesert, Caboolture, Dalby, Goondiwindi, Loganholme in Queensland, Inverell, Lismore, Moree, Rutherford, and Taree in New South Wales.

KUHN Australia Managing Director Bruno Fétiqueau says KUHN continues to grow with a strong national dealer network now 115 nationally.

“We are very excited by the expansion of the KUHN dealer network. The last 18 months, in particular, have been extremely pleasing for KUHN. In 2020 we were lucky to deliver the KUHN Expo in Naracoorte in South Australia before the Covid pandemic. In 2021 we invested in a new purpose-built training centre, machinery display centre, and workshop at our Melbourne head office and distribution centre. We launched several new exciting and innovative products and are now expanding our network. It shows our commitment to Australian agriculture, and with over 190 years of experience in manufacturing agricultural machinery, it delivers on our commitment to offering the best products to farmers every day,” said Bruno.

The new dealership locations continue KUHN’s already strong relationship with Vanderfield that started ten years ago and brings the total number of Vanderfield dealers offering KUHN products to 22. Vanderfield’s enviable reputation and high level of customer service meant that KUHN was eager to continue its partnership as Vanderfield expanded its presence in Queensland and New South Wales with the 2020 purchase of Chesterfield Australia. The increased partnership with Vanderfield provides another great chapter of possibilities and opportunities for both businesses.

Vanderfield Product Marketing Manager, Paul Slatter, said the decision to offer KUHN machinery through the existing Chesterfield Australia dealerships was a logical one.

“KUHN is a well-known global brand and provides an extensive product range in Australia across hay and forage machinery, sprayers, spreaders, tillage, and feed mixers. KUHN also provides local service technicians nationally to support our dealer technicians and has a dedicated parts distribution centre in Australia.”

Paul says the expansion of KUHN into these New South Wales and Queensland dealerships will benefit their customers greatly.

“The entire KUHN Australia product range will be available to our customers. The products offered by KUHN allow us to provide new products to existing customers while opening a new customer base by giving Vanderfield dealers a complete selection of farm machinery products.

“Since 1963, Vanderfield remains committed to our customers. Our role is to ensure our customers have access to high-quality, innovative farm machinery well supported locally. KUHN are global leaders in the design and manufacture of farm machinery, and we look forward to offering their products through these dealerships,” Paul said.



Bruno says all Vanderfield sales staff and service technicians in these dealerships will have access to extensive product training.

“KUHN machines are technologically advanced, so we put a great deal of focus on ensuring our dealers are well trained and equipped to support their customers with machinery sales, service, and maintenance.”

The addition of these dealerships strengthens the relationship between KUHN and Vanderfield. It comes on the back of record sales in 2020 driven mainly by the launch of new products such as the KUHN SB 1290id large square baler, the VB1700 series variable chamber round baler, and the Optimer XL stubble cultivator with 12 metre width.

The KUHN range of agricultural machinery is available across 115 dealerships nationally. To find your nearest dealer visit <https://www.kuhn.com.au/dealer-finder>.

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