Wirtgen Group opens new subsidiary in South Africa

The Wirtgen Group is growing, continually extending its global sales and service network – on the African continent, too. With the opening of the new subsidiary near Johannesburg and a second site in Durban, the Wirtgen Group sales and service company, Wirtgen South Africa, has underlined its role as a reliable partner for Road and Mineral Technologies in the local region.

Some 200 guests responded to the invitation to join representatives of the Wirtgen Group's product brands Wirtgen, Vögele, Hamm, Kleemann and Ciber to celebrate the inauguration of the new head office in Pomona. Wirtgen Group Managing Partner Jürgen Wirtgen traveled especially from Germany to officially hand over the key to Wirtgen South Africa's new home to Managing Director Heinrich Schulenburg. In his opening address to guests, Schulenburg also explained the reasons for the relocation from neighboring Edenvale: "Despite the difficult situation and weak figures besetting the South African economy, we are deliberately investing in this location. This move has been prompted by long-term considerations. Our sights are always firmly set on our close partnership with our customers. This is particularly true in times of economic difficulty. With our new subsidiary, we are ideally equipped to meet the challenges of the African market. It allows us to further expand our capability for our customers, provide them with targeted support at all times and live up to our pledge of being ‘close to our customers’."

**Sustainable investment**

On a guided tour of the 20,000-m² premises, the guests were able to see for themselves that the facilities on the new grounds create the ideal foundation for optimum customer support. From the administrative offices, warehouse and OEM parts store to the training rooms for instructing customers and employees and the fully equipped 850-m² workshop, the subsidiary meets all the quality standards that customers have come to appreciate in their Wirtgen Group machines and equipment.

With nine exhibits on display, Wirtgen South Africa presented a cross-section of the product range sold by Wirtgen Group brands Wirtgen, Vögele, Hamm, Kleemann and Ciber in South Africa.

**Live demo of premier products in use**

As part of a live presentation, the Wirtgen W 200 cold milling machine, the Vögele SUPER 1603-3 paver and the Hamm HD 12 tandem roller and 3520 compactor demonstrated to visitors the capability and flexibility of Wirtgen Group technologies in actual applications.

The Wirtgen Group has been operating in the African market for many years with its pioneering solutions in earth-moving and road construction applications as well as in mining and the processing of stone and recycled materials. Wirtgen South Africa, a sales and service company which supplies innovative and market-driven machines, is now much more accessible to local contacts. Thanks to its extensive service network, it can respond swiftly and reliably, providing technical support directly at the job site or workshop services, for example.

The ingenious logistics concept ensures a consistent supply of original parts. On hand at all times, Wirtgen Group experts are happy to provide customers with on-site support and advice which is specifically tailored to their needs.

As a result, customers on the African continent too can benefit from a reliable partnership with the Group – in their day-to-day job site operations and in mines and quarries alike.

PHOTOS:

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|  | B\_Group\_08976  The Wirtgen Group is the first and only company in the world to cover the entire process chain in road construction with its own technologies and own brands, from crushing and screening, mixing, paving and compacting to milling and recycling. All from a single source. |

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|  | VG\_Suedafrika\_00098  Jürgen Wirtgen handing over the new  Wirtgen South Africa branch to Managing Director Heinrich Schulenburg. |

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|  | VG\_Suedafrika\_00093  The visitors paid close attention to  the live demos showcasing the combined  expertise of the Wirtgen Group. |

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|  | VG\_Suedafrika\_00091  The machine exhibit on display at the opening of the Wirtgen South Africa subsidiary presented a cross-section of the Wirtgen Group product range and selected technologies. |

For further information

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