

Warwick Ward expands operations with Redditch depot

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Case Construction Equipment increases its UK dealer network as Warwick Ward Machinery expands its reach into the Midlands.

Warwick Ward Machinery, one of the UK's leading plant and machinery equipment dealers, is expanding its business with the opening of a new site in Redditch, Worcester.

Established for more than 45 years, the family based company whose main site and head offices is based in Barnsley, offers sales, parts and service to a wide range of business within the construction and waste recycling sectors, as well as operating its own plant hire business.

This latest business expansion is due to the success of their existing Case dealership in the North of England which has been built up over the past 6 years. The opening of a new Case dealership in Redditch will enable Warwick Ward to cover a new territory incorporating Worcestershire, West Midlands, Derbyshire, Warwickshire, Lincolnshire and Leicestershire. This new venture will be driven by a sales, parts and service team working out of the new site in Redditch with full support from an experienced team at the company's head office in Barnsley.

Ashley Ward, Managing Director at Warwick Ward said: "As a strong established dealer we are embracing the opportunity of taking the Case brand forward into a new territory. With our strong relationship with Case and experienced staff in Barnsley and Redditch, we are looking to replicate and exceed our successes of the last 6 years by offering the full range of Case equipment backed by first class support to a new market."

To celebrate the new opening Warwick Ward will be hosting an official launch event at the Abbey Hotel in Redditch, to welcome both existing and new customers and introduce them to the Case brand, and their full range of services.

"We are delighted to be associated with Warwick Ward and to support this new and exciting business venture" said Scott Freeman director CNH Industrial Construction Equipment for UK and Eire: "We have every confidence that both the Case team and Warwick Ward will turn this into a highly successful operation as they have with their Yorkshire based operation, which will benefit both businesses."

Andy Blandford, Head of the CNH Industrial Construction Equipment business in Europe Middle East and Africa added: "A key part of our business strategy is to provide an unrivalled total support offering to our

customers that includes, class leading machines backed up by superior servicing support together with competitive finance options, delivered via an extensive dealer network of high calibre business such as Warwick Ward.

Source: Alarcon & Harris; CASE Construction Equipment