

CLAAS and Danish Agro focus on growth in Scandinavia

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CLAAS, one of the leading international agricultural machinery manufacturers, is to cooperate exclusively with Danish Agro, one of the leading Scandinavian agribusiness companies, in Norway, Sweden and Denmark, at the end of the agreement with the previous sales partner.

Following this, Danish Agro with its subsidiaries will assume market responsibility including service, and spare parts supply for the complete CLAAS product line in each of the three countries. CLAAS is determined to support the setup and rollout of the wholesale and retail organisation together with Danish Agro.

"We have ambitious targets in Scandinavia and we continue to implement our growth strategy in sales. I am delighted that we have found a partner in Danish Agro, with which we are well suited, both culturally and strategically," says Jan-Hendrik Mohr, member of CLAAS Group Executive Board and responsible for Sales and Marketing.

Also Group CEO of Danish Agro group, Christian Junker, sees a great potential in the deal.

"We are very satisfied with the deal with CLAAS. We see some significant structural changes going to happen in the machinery sales in Scandinavia. As a strong, international agribusiness in Scandinavia and the Baltic Region we are confident that we also here can become a strong machinery partner to the farmers," Christian Junker says and continues: "CLAAS is a well managed, family owned company with a long track record of manufacturing high quality machinery. Both our companies share the same values and I am sure we will be able to engage in a beneficial and trustful partnership," he says.

Danish Agro will ensure a comprehensive sales and service network in Norway, Denmark and Sweden and will rely on existing and new dealers as well as experienced sales and service staff while doing so.

Source: CLAAS