



Bobcat S86 and T86 loaders
IMAGE SOURCE: DOOSAN BOBCAT EMEA

Versatile Equipment Expands Territory on Behalf of Bobcat

5 April 2024 by Bobcat

- Versatile Equipment Ltd has been appointed as the new Bobcat Authorised Dealer for Cambridgeshire, Northamptonshire, and Bedfordshire, expanding their dealership territory in the UK.
- The expansion follows the opening of a new depot in Lakenheath, Suffolk, enhancing Versatile Equipment's presence in East Anglia and now the East Midlands.
- Versatile Equipment has been serving as the Bobcat Dealer for several other regions including Greater London and Essex, focusing on increasing Bobcat's market share across various sectors.
- The company offers sales of the full Bobcat range, a comprehensive selection of accessories and parts, and a substantial stock of new and used machines.

- **Versatile Equipment boasts one of the UK's largest rental fleets of compact loaders and attachments, providing a wide range of machinery for hire.**
- **Bobcat has recently expanded its product range, entering the European wheel loader market, launching R-Series telehandlers and compact loaders, and introducing compact tractors, mowers, and turf renovation equipment.**

Adds Cambridgeshire, Northamptonshire and Bedfordshire

Versatile Equipment Ltd has been appointed by **Bobcat** as the company's new Authorised Dealer for the counties of Cambridgeshire, Northamptonshire and Bedfordshire in the UK. This continues the recent expansion of the company's Bobcat dealership in East Anglia and now into the East Midlands region, adding the three new counties to Norfolk and Suffolk that Versatile took over in the second half of 2023.

Lee Chater, Managing Director, and co-owner of Versatile Equipment, said: "We are delighted to expand our responsibility for the Bobcat brand into Cambridgeshire, Northamptonshire and Bedfordshire. Last year, we opened a brand new depot based at impressive facilities at Willow Grove Farm in Lakenheath, when we took on Suffolk and Norfolk for Bobcat. Located only six miles from the Cambridgeshire border, our Lakenheath operation is ideally situated and has the personnel in place to serve the additional areas."

As well as the new areas in East Anglia and the East Midlands, Versatile Equipment has been the Authorised Bobcat Dealer for Greater London, Essex, West Sussex, East Sussex, Kent and Surrey for the last three years. The company is dedicated to increasing Bobcat's share of the construction, rental, agriculture, landscaping, industrial, recycling, waste management and other markets in all the areas for which it is responsible.

John Christofides, Regional Sales Director for Bobcat EMEA, commented: "We have been very impressed with the investments in facilities and manpower that Versatile Equipment has made at the new branch in Lakenheath, which offer excellent storage, service and showroom space as well as ample external areas. With its proximity to the Cambridgeshire border and the other two counties, the Lakenheath operation provides a perfect base for Versatile Equipment to serve Bobcat in all three additional counties."



Bobcat TL25.60

IMAGE SOURCE: DOOSAN BOBCAT EMEA

Quality Service for Customers in Every Market

As well as sales of the entire Bobcat range of machines and attachments, Versatile Equipment offers a full selection of genuine Bobcat accessories and parts to support customers in its area. This is backed up by a substantial stock of brand new; Certified Used and second hand Bobcat machines for sale. Customers also benefit from Versatile's on-site service network, covering everything from emergency repairs to routine maintenance.



Bobcat L75 and L85

IMAGE SOURCE: DOOSAN BOBCAT EMEA

Specialist Rental Fleet

For general hire and more specialist applications, Versatile Equipment runs a state-of-the-art rental fleet of compact loaders and attachments, which is one of the largest of its kind in the UK. The company has a team of experts who are on hand to offer customers advice they might need regarding the best machinery to hire for their work.

Lee Chater added: "Not only do we offer one of the UK's largest rental fleets of compact loaders, we also have a huge fleet of attachments to increase the versatility of the machines. We can cater for a wide range of needs - whether you want to rent a skid-steer or compact track loader with just a bucket or with a selection of attachments to undertake numerous tasks. All machines in our hire fleet are under three years old, fully

certified and have a thorough Pre-Delivery Inspection prior to delivery to a customer.”



Bobcat CT2040

IMAGE SOURCE: DOOSAN BOBCAT EMEA

A Growing Product Range

In the last three years, Bobcat has entered the European wheel loader market for compact wheel loaders and small articulated loaders, as well as launching the company’s new generation R-Series telehandlers and compact loaders. The product portfolio has now been further extended with a new range of compact tractors from 25 to 58 HP, together with new lines of mowers and turf renovation equipment.

The Bobcat R-Series telehandler range for agriculture and construction provides a choice of 21 models with Stage V engines. There are eight machines aimed at agriculture covering maximum lifting capacities between

2.5 and 4.3 tonne with lifting heights from 6 to 8 m, complemented by 13 more for construction covering maximum lifting capacities between 2.5 and 4.1 tonne and lifting heights from 6 to 18 m. The Bobcat range also includes a brand new selection of nine rotary telehandler models.

The Bobcat range offers 10 skid-steer loaders including the brand new R-Series **S86** model, complementing these wheeled machines with a selection of five compact track loaders, including the latest R-Series **T86** top-of-the-range model. Bobcat also offers an extensive portfolio of mini-excavators from 1.0 to 9.4 tonne, including two electric models and a full range of light compaction machinery.



Bobcat E50z

IMAGE SOURCE: DOOSAN BOBCAT EMEA

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TRACTORS

SKID STEER LOADERS

TELEHANDLERS

EXCAVATORS

LOADERS

MINI EXCAVATORS

COMPACT TRACK LOADERS

WHEEL LOADERS

EXCAVATOR

MINI EXCAVATOR