



YANMAR

YANMAR tractors in full use at Sports Authority in Cologne



Wassenberg and YANMAR: Together we make a great team

Suppose an important tender comes your way, and you've just decided to partner with a new supplier for utility tractors. The relationship looks promising - after all, you share the same values - but is still very fresh. Can this be a flying start for a successful, long-term relationship?

“We experience a high degree of mutual trust and harmony in our partnership and a strong will to grow together.”

Best match for the future

Compact tractors & machinery company Wassenberg in Germany was looking for a new supplier for compact tractors in the 22 - 60 hp range. In a very competitive market, Wassenberg has a healthy

ambition for long-term growth and wants to stand out strong.

“We choose partners with whom we can make the best match for the future,” says Dipl. Kfm. Hans-Jürgen Wachten, Managing Director of Wassenberg. “That means a trustworthy organization with a high-quality, reliable product. In this case, we also wanted to push our tractor portfolio a step further in terms of environmental requirements and operator comfort.”

“Like us, YANMAR is a family business with a long history, that had just launched a brand-new range of tractors that fully meets our needs. After the first negotiations, we visited the European Headquarters of YANMAR in The Netherlands. Here we got to know the tractors and the dedicated team behind them. A very positive experience, which made us decide that YANMAR was the partner we were looking for.”

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Environment, health and safety

While the ink on the contract was still wet, the opportunity arose for Wassenberg to submit a tender for eight tractors with various implements for the Sports Authority Department of the City of Cologne. A unique project, and at the same time a crucial test case for the new relationship.

“With the new YANMAR YT359 60 hp utility tractors, we had a strong asset on quality and price.”

The municipality had drawn up a list of product and quality requirements. Hans-Jürgen Wachten, Managing Director: "As you would expect from a public authority, the tractors had to comply with the latest environmental EU Stage V standards. In addition, health and safety conditions were crucial, as was operator comfort. And, of course, the cost."

"Fortunately, with the new YANMAR YT359 60 hp utility tractors, we had a strong asset on quality and price. With the low-fuel Stage V diesel engine with diesel particulate filter we met the low emission standards. The unique YANMAR designed i-HMT (Vario) transmission and comfortable, yet robust cabin with little vibration and noise, scored well on health and safety. An on-site demo in Cologne was the deciding factor."

YANMAR YT3 Series

***The first tractor with i-HMT
(Vario) transmission under 50hp***

Model	YT347 (Cabin & ROPS)	YT359 (Cabin & ROPS)
Output	47 hp	60 hp
Transmission	i-HMT (Vario) Hydro Mechanical Transmission	i-HMT (Vario) Hydro Mechanical Transmission
Engine	STAGE V Common Rail, 4 cylinder	STAGE V Common Rail, 4 cylinder
Sound	77dB	77dB



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Growing together

Now, the tractors are in full use at the Sports Authority in Cologne. Of course, it is a challenge to embark on such an important project immediately in a new partnership, but everyone was focused on making a success of it.

Hans-Jürgen Wachten, Managing Director: "We have had great support from YANMAR's Agri team and German account manager Mr. Cord Hansen. We have worked together very well to make this important project a success. In addition, it is very convenient and efficient that YANMAR has its European spare parts stock and service close by in the Netherlands."

"Our professional customers require exceptional quality of products & services. Japanese producers that design and manufacture the entire tractor including several implements, such as YANMAR, deliver just that. We experience a high degree of mutual trust and harmony in our partnership and a strong will to grow together. As far as we are concerned, this order is a flying start and a perfect basis for continued mutual success."

About Wassenberg GmbH

Wassenberg GmbH is a leading, modern company with over 120 years of experience in sales, maintenance and repairs of vehicles, machines

and equipment for municipal services, landscaping and professional gardening. Customers include municipalities, federal and state enterprises, cemetery administrations, as well as Bundesliga and golf clubs, gardening, landscaping and forestry companies. Wassenberg is a family business owned by the Wachten family, founded in 1899 with a long and well-established name and reputation in the market. From its headquarters in Grevenbroich in the middle of the Rhineland, the company operates with a motivated team of 40 employees.

www.wassenberg-gmbh.de



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