

Crumlin Plant Sales and Yanmar CE debut new Dublin depot

Southern Ireland officially welcomes Crumlin Plant Sales! Yanmar CE EMEA's longest serving UK dealer is celebrating the grand opening of its new Dublin depot, bringing advanced compact equipment and award-winning service straight to the heart of Ireland's capital city.

Yanmar Compact Equipment EMEA (Yanmar CE) is celebrating three decades of partnership with Crumlin Plant Sales (CPS), its longest serving dealer in the UK. Marking the historic milestone, CPS recently announced the opening of its new depot in Dublin, Ireland – reinforcing its commitment to unparalleled service in the industrial equipment space.

The Dublin depot complements CPS' existing facility in Portadown, from where the dealership is exclusively selling Yanmar CE units to customers across Northern Ireland and border counties, including Donegal, Cavan, Monaghan, Louth, and Leitrim.

The strategic expansion to also set up shop in the South reflects CPS' commitment to provide boots-on-the-ground support to all customers across Northern and Central Southern Ireland (Ulster, Connaught and Leinster provinces); while being ideally positioned to cater to growing demand in the heart of Ireland's compact machinery market. The extended area now officially includes Dublin, Kildare, Laois, Meath, West Meath, Offaly and Wicklow.

"We've noticed an increasing number of customers in Southern Ireland seeking our sales support over the years." Explains Keith Willis, owner of CPS. "The Dublin depot is our way of acknowledging and responding to the needs of our customers, improving accessibility by bringing our services right to their doorstep. Having also nearly reached our market capacity in Northern Ireland with a 16-18% market share, expanding into Dublin is a natural next frontier."

In the Room Where it Happens

Being in Dublin, Keith explains, will vastly improve service response times. "Even from our Portadown base we're only an hour and fifty minutes from Dublin, but now, we're virtually in our customers' backyard" he laughs. CPS' Portadown depot holds over 70 machines in stock, providing customers with flexible and comprehensive options – all of which will be seamlessly transported over to the Dublin depot as and when needed.

"Whether our customers choose to visit us in Portadown to explore our range, or need us to bring units to Dublin, the synergy between our two depots ensures prompt and efficient fulfilment of their needs," Keith elaborates. This is particularly advantageous for CPS' plant hire clients – who constitute roughly 80% of its customer-base – and frequently require immediate equipment delivery.

Yanmar CE's 1-2 tonne range hits Dublin

CPS has already strategically equipped its Dublin facility with a selection of its most sought-after Yanmar CE units, particularly its 1-2 tonne equipment. The dealership anticipates that this range will be highly favoured among plant hire, landscaping, and civil engineering contractors – clientele which form the core of the compact equipment market in Southern Ireland.



The new facility boasts a standout collection, including Yanmar CE's ViO17, a compact Zero Tail excavator that excels in urban projects, with its combination of agility and power in confined spaces. Additionally, the ViO27 is featured, renowned for its precision and strength, making it an ideal choice for landscaping and utility work; as well as the SV26, a Conventional Tail excavator that is perfectly suited for both urban construction and landscaping projects, known for its versatility and efficiency.

With CPS' latest leap, it's clear they're not just playing in the big leagues – they're setting the pace. Be part of the excitement as Keith and the CPS team embark on their new chapter in Dublin, with the doors now officially open at their depot.

Ends.

Meg Lamanthe Jacobe
PR & Content Marketing Officer
Yanmar Compact Equipment
Meg_jacobe@yanmar.com
+39 380 58 20 485

Aishah Baz
PR support
Daredevil
aishah-baz@daredevilpr.com

About Yanmar Compact Equipment EMEA

Yanmar Compact Equipment EMEA is a global player in the design, manufacture and distribution of state-of-the-art worksite machinery, with two production sites in Europe: Crailsheim in Germany and Saint-Dizier in France.

Combining Japanese know-how with European manufacture, Yanmar Compact Equipment delivers a full portfolio of state-of-the-art machines that are specially designed for a wide range of applications; including infrastructure, drainage, landscaping, demolition and civil engineering.

Its philosophy is simple: To understand the challenges customers face, exceed their expectations and deliver excellence in everything it does.

For more details, please visit the official website:

https://www.yanmar.com/gb/construction/about_us/

About Yanmar Compact Equipment

Today Yanmar is a leading global player in the industrial machinery industry. In the construction equipment sector, Yanmar was first to market with the launch of the first mini excavator in 1968 and its invention of the revolutionary zero-tail excavator in 1993.

Yanmar's Compact Equipment Business has four plants, in Japan, France, Germany and the U.S., to deliver a range of products and services to the global market.



For more details, please visit the official website.

<https://www.yanmar.com/eu/construction/>