



BR Distribution and Yanmar CE: thirteen years of shared trust and commitment

During BR Distribution's October open day event, Yanmar CE celebrated the exemplary career of Bernard Rodenas, a passionate entrepreneur and loyal partner to its network for over a decade.

Last week, customers, partners and friends gathered at BR Distribution's premises for the dealership's much-anticipated open day – an annual highlight in the region's construction calendar. With Yanmar CE (Yanmar) machines lining the forecourt, live demonstrations and a lively, friendly atmosphere, the event perfectly captured what defines BR Distribution: people, trust and a shared passion for the job.

This year's celebration held particular significance. After building the business from the ground up and 13 years at the helm, founder Bernard Rodenas is now passing the baton to his long-time business partner Bastien Fidelaine, ensuring a seamless transition for customers and colleagues alike. During the festivities, Yanmar's French Sales Director Julien Lefebvre surprised Bernard with a trophy honouring his long-standing partnership and contribution to the Yanmar network.

The roots of an entrepreneurial adventure

The story of BR Distribution began in 2012, at a key moment for Yanmar CE. That year, the Japanese-heritage brand decided to create its own network of dealers in France to strengthen its connection with end-users. For Bernard, who had already spent twenty years in the public works sector, it marked the start of an exciting new adventure. 'Yanmar placed their trust in us,' he recalls. It was a rare opportunity to join a premium brand and build a partnership that reflected our values."

From the very beginning, Bernard shared the adventure with Bastien, who already owned a garage and provided the first premises for the fledgling dealership. The early days were challenging, but the ambition was clear: as the new exclusive Yanmar dealer in the Var and Alpes-Maritimes, BR Distribution was determined to make its mark. 'We started from scratch, but with a real desire to succeed.'

That drive soon paid off. By 2016, the dealership received a trophy from Yanmar recognising its outstanding growth in France – a reward for years of hard work and commitment. In 2022, the move to new, more spacious premises symbolised an important milestone: BR Distribution had evolved from a local garage into a modern, structured and respected dealership serving a loyal customer base of rental companies, landscapers, earthworks and masonry firms.

'BR Distribution is above all a story of people and trust. We share with our customers the same passion for machinery and a job well done.'

The journey of a passionate man

Before becoming a business leader, Bernard Rodenas was a hands-on man, driven by curiosity and human connection. He began his career in an automation company, where he discovered sales almost by chance. Those six years taught him to listen, to be rigorous and to have a sense of service – qualities that he would carry throughout his career. He then



joined a public works concession in the Alpes-Maritimes and Var regions, where he remained for more than twenty years. It was there that he discovered a world in which he felt at home: honest relationships, passionate customers, and tangible results. 'In our business, human contact accounts for 80% of sales. That's what I love most,' he says.

In 2012, he decided to start his own business, BR Distribution. Thirteen years later, he looks back with pride on how far he has come. "My greatest satisfaction is having built a solid and respected company and seeing it continue in new hands."

Today, he is turning a page without closing it. Though stepping back from day-to-day operations at BR Distribution, Bernard is keen to stay involved in the industry while also taking time for new projects – and himself. 'I'm going to take the time to travel, meet people, discover new things... and simply take care of myself,' he smiles.

A history of trust with Yanmar

According to Bernard, what sets Yanmar apart is the reliability and quality of its machines, but also the philosophy of the network: dealerships on a human scale, close to their customers, responsive and enthusiastic. "We have grown together with Yanmar. It is a large company, but it retains a family spirit and always listens to its dealers and customers".

Beyond the machines, it is the human relationships – particularly those with the Yanmar teams – that have left the strongest impression on Bernard. These connections are lived every day and celebrated during key moments of the year, such as the annual dealer meetings, where sharing and conviviality reign supreme. 'These meetings are like a family reunion: we get together with other dealers, share our experiences, listen to each other and move forward together.'

BR Distribution is now entering a new chapter, but remains faithful to its original DNA: strong local roots, human relationships at the heart of the business, and a long-standing partnership with Yanmar. It's a continuation of a wonderful adventure between a passionate man, a dedicated team, and a brand that have grown side by side.