



# One network, one goal: delivering performance with the Yanmar V120

*In the Oise region of France, the V120, a compact wheel loader from Yanmar CE, perfectly illustrates the strengths of the Japanese brand: reliable machines, a responsive human network, and a value chain that benefits everyone.*

From the Atout Négoces dealership to Location Delamare and Ramery Travaux Publics construction sites, the consistency of the Yanmar network is clear to see. Each player works towards the same goal: to offer sustainable machines that are adapted to the realities of the job. And at the heart of this success is a machine that everyone agrees on – the Yanmar V120 wheel loader, a symbol of robustness and profitability.

## **A relationship of trust built in the field**

For a machine like the V120 to find its place on construction sites in the Oise region, you first need a detailed knowledge of the sector and its players. For more than 13 years, Atout Négoces – Yanmar CE's exclusive dealer for the north of Île-de-France, Somme and Oise – has played this key role. But beyond the figures and processes, it is the men and women who make the difference. At Atout Négoces, Josiane Lopez, Sales Administration and Key Account Manager, understands the company's customers, their constraints and their expectations. For her, every sale or rental is more than just a transaction: it is a relationship to be built and maintained.

'With Yanmar, we offer much more than just machines. Each solution is designed to ensure that the end user, our valued customers, can work in the best possible conditions,' she explains.

## **Proximity that makes all the difference**

At Location Delamare, a specialist in construction equipment rental, choosing Yanmar was no accident. Camille Delamare explains: "Our customers know and appreciate the brand. They know that these machines are reliable, robust and easy to use. And for us, the proximity to Atout Négoces and Josiane's expertise make all the difference. "

This proximity is not just geographical: it is based on a relationship of trust forged over many years, where every interaction is guided by an understanding of the real needs of customers and a desire to offer the most suitable solution. "Josiane knows our working methods inside out. She is always available, responsive to our requests and finding solutions, and she even anticipates our needs. Today, we are a real team!" explains Camille.

It was this strong relationship that led Location Delamare to add the V120 to its fleet. After agreeing to test the machine for a week, it was an instant success: the V120 quickly proved itself thanks to its compact size, power and manoeuvrability. The company soon decided to purchase it and offer it for permanent hire, becoming the first to introduce this model in the region. Since then, the V120 has been continuously hired by delighted customers.

## **Performance that stands out in the field**

In the field, the V120 is well acclaimed. Jean-Baptiste, site manager at Ramery Travaux Publics who rents the Yanmar unit from Location Delamare, no longer considers it just a machine – but a true ally. For earthworks, laying electrical conduits or preparing pavements and car parks, it combines compactness and power with remarkable ease. 'It's a perfect balance between manoeuvrability and precision, while remaining comfortable for the operator,' he explains.

For him, the V120 not only improves productivity, it also conserves his teams' energy. "When the machine responds exactly as you want it to, everything flows naturally. We save time, and the teams are less tired at the end of the day. "

His confidence in Yanmar is nothing new: Jean-Baptiste has been using their machines for eight years and appreciates their reliability and durability. Choosing Location Delamare is a no-brainer for him: the machines always arrive ready to go, well maintained and perfectly tuned. The coordination between the rental company and the dealer gives him complete peace of mind on the job site, while their proximity makes it possible to anticipate requests and respond quickly to unforeseen situations.

### **A virtuous chain, from dealer to construction site**

The V120 perfectly illustrates Yanmar's philosophy: high-performance technology backed by strong human relationships. V120 is ready for action as soon as it is delivered, perfectly maintained and configured to the customer's needs. This proximity makes it possible to anticipate requests and respond quickly to any unforeseen situation.

Together, Atout Négoces, Location Delamare and Ramery Travaux Publics show that Yanmar's reliability extends far beyond the dealership door – it is evident in every movement, every gesture, every action. In this balanced ecosystem, dealers, rental companies and operators are all moving forward in harmony – a living expression of Yanmar's 'Building with You' ethos.

Because no matter how powerful a machine may be, it can only perform at its best when supported by attentive and passionate partners.