



## Arzel becomes an official Yanmar CE dealer in Brittany

***Yanmar Compact Equipment EMEA (Yanmar) welcomes a new partner to its network of official dealers: Arzel, a long-established Breton company specializing in the sale, rental, and maintenance of equipment for the construction, agricultural, and industrial sectors.***

Since January 1, 2026, Arzel has represented the Japanese brand in the four departments of Brittany: Finistère, Côtes-d'Armor, Morbihan, and Ille-et-Vilaine. This collaboration marks a new stage in the development of Arzel, a family business deeply rooted in its region and sharing common values with Yanmar: expertise, quality of service, and a commitment to people.

### **A Breton company with strong roots**

Founded in 1981 the company has grown steadily, evolving from a specialist in small building equipment and hardware to a recognised player in the construction, agriculture and industrial sectors. The arrival of Patrick Chacun, Xavier's son, in the company in 2018, followed by his appointment as Managing Director in July 2025, marked a new phase: a subtle adaptation of the business model to current market expectations.

Today, Arzel has around 125 employees spread across six branches covering the whole of Brittany. The company positions itself as a local partner for professionals in the region.

### **A Natural Partnership with Yanmar**

The relationship between Arzel and Yanmar began in 2025. Yanmar wanted to partner with a strong, locally established player. From the very first discussions, the partnership felt like a natural fit. "The quality of the machines, their reliability, and the fact that some models are made in France were key factors," explains Patrick Chacun. "But what also convinced us was Yanmar's philosophy: close customer relationships, technical support, and a long-term vision."

### **A complete range tailored to Brittany's needs**

Arzel now offers the entire Yanmar range for sale and rent: mini-excavators, midi-excavators, wheeled and tracked loaders, and tracked carriers. "Working with a leader in mini-excavators like Yanmar is a fantastic opportunity for our customers, who now benefit from a complete range of reliable, high-performance compact machines perfectly suited to the diverse needs of Breton construction sites," emphasizes Patrick Chacun.

Arzel focuses on all-inclusive and personalized rental offers: maintenance, warranty, connectivity, and financing. To guarantee this service, Arzel relies on a structured organization and after-sales service at the heart of its model. With 52 field service technicians and four service vans dedicated to machine maintenance, the company ensures responsive on-site maintenance. The in-house workshop complements this personalized offering, which is central to its customer loyalty strategy.

An ambition focused on the future and the Breton region. Patrick Chacun is leading the group's development project, built around three pillars: people, the sharing economy, and the circular

economy. "Our ambition is to offer much more than just machines: comprehensive support, with long-term solutions for leasing, financing, maintenance, and refurbishment. The human element is also central: our employees are our greatest asset. Their well-being determines our overall performance," he explains.

The partnership with Yanmar is part of this approach: a manufacturer focused on compact and medium-sized machines, renowned for its expertise in mini-excavators and its French production, perfectly aligned with Arzel's regional roots and short supply chains.

### **Over the next 12 to 24 months**

Arzel plans to open a new branch with new premises, as well as strengthen its teams and service offerings throughout Brittany. A member of the *Produit en Bretagne* network since 2020, the group demonstrates its commitment to the region through sports partnerships, local suppliers, and a purchasing policy focused on short supply chains.

"Our objective is clear: to support our customers' transition to more sustainable and efficient models, while remaining closely connected to the realities on the ground," concludes Patrick Chacun. "By combining Arzel's expertise, the strength of the Yanmar network, and our commitment to the circular economy, we aim to contribute, on our scale, to achieving the goals of the Paris Agreement."

### **An ideal territory for Yanmar compact equipment**

Brittany, with its diverse work sites (rugged terrain, confined spaces, intensive agricultural work), provides an ideal environment for Yanmar equipment. Thanks to its network of branches and complete coverage of the four departments, Arzel guarantees fast and comprehensive service: diagnostics, parts, and mobile interventions. Professionals thus benefit from a complete offering: sales, rental, financing, maintenance, and refurbishment.

This Yanmar-Arzel partnership consolidates the leading position for compact equipment in Brittany. It combines proven Japanese technology with the expertise of a local player who knows its customers inside and out, serving a dynamic and demanding region.