



Yanmar CE EMEA strengthens UK presence with dual dealer appointments

Mason Brothers and Robert Coates Plant Sales join the Yanmar CE network, expanding coverage across Wales, the Midlands and the North-West.

Yanmar Compact Equipment EMEA (Yanmar) has expanded its UK coverage with the appointment of Mason Brothers and Robert Coates Plant Sales, two family-run dealerships with deep regional roots and strong reputations for customer support.

Their addition strengthens service for operators across South, West and East Wales, North Wales, Shropshire, Staffordshire and Derbyshire; ensuring easier access to Yanmar equipment and reliable on-the-ground service.

Mason Brothers strengthens Yanmar support across Wales

With more than 70 years supporting customers across civil engineering, construction, tool hire and quarrying, Mason Brothers is a three-generation family business built on honesty, service and practical support. Operating from depots in Narberth and Bridgend, the company offers more than 8,000 sq ft of workshop space and a 4,000 sq ft parts store, supported by a team of sales specialists and eight mobile service engineers. Both sites are strategically positioned to reach most customers within the hour.

Mason Brothers will represent Yanmar across South, West and East Wales, covering areas including Cardiff, Newport, St Davids, Carmarthen, Haverfordwest, Aberystwyth, Machynlleth and the eastern border regions.

After visiting Yanmar's manufacturing facility in St Dizier, France, the partnership quickly felt like a natural fit. "The machines are incredibly well engineered – once you're in the seat, you feel the difference," says Jack Mason, General Manager at Mason Brothers. "Yanmar is an impressive brand that more operators deserve to experience."

From January 2026, the dealership will offer Yanmar's full mini excavator range – from the SV08-1C micro (1,035 kg operating weight) to the SV100-7 (9,705–9,815 kg) – alongside the complete tracked dumper line-up. A dedicated demonstration fleet will be available from launch, with strong early interest in the SV26 (2,740 kg) and the 5–6-tonne models. Their class-leading stability, refined hydraulic feel and confident performance on soft or uneven terrain make them well suited to Welsh ground conditions; while low running costs appeal to small and mid-sized contractors.

For Jack, the partnership reflects shared values. "We're a family business, and our whole approach is built on trust and long-term relationships – the same principles Yanmar is known for. That's where loyalty comes from, and it's something we're determined to protect."

Robert Coates Plant Sales to represent Yanmar across the North and Midlands

Based in Talke, Stoke-on-Trent, Robert Coates Plant Sales is a well-established, family-run machinery supplier with more than 40 years' experience supporting contractors across the region. Founded in the early 1980s, the business has grown into a trusted dealership



offering machine sales, parts and service from a purpose-designed facility on the Cheshire–Staffordshire border.

With a 13-strong team working together under one roof, the company places great emphasis on communication, teamwork and consistent customer care. “We’re a family-orientated business, and that’s the beauty of it,” explains Richard Parry, Sales Manager. “We talk constantly, we support each other, and our customers pick up on that togetherness. It gives them confidence that the whole team is behind them.”

The dealership has earned long-standing loyalty from groundworkers, small contractors and plant users who often operate in demanding urban and rural environments, and who value personable service backed by dependable technical expertise.

Robert Coates Plant Sales will represent Yanmar across North Wales, Shropshire, Staffordshire and Derbyshire, supplying the compact mini excavator range – from the SV08 micro upwards – together with the complete tracked dumper line-up. Initial units have already arrived, with further stock due in the coming weeks. Demonstration machines, strong parts availability and responsive service support will form the backbone of the dealership’s customer offering.

For Richard, Yanmar’s engineering pedigree aligns naturally with the business. “Japan sets the benchmark for technical excellence in our industry, and Yanmar is one of the few brands that still lives up to that in the UK,” he explains. Founded in Osaka more than 110 years ago, the company’s heritage shows up where it matters most: in the build quality, the reliability and the smooth hydraulics that customers notice day-to-day.

Strengthened regional coverage and customer confidence

“The appointment of Mason Brothers and Robert Coates Plant Sales significantly enhances our ability to support customers across Wales, the Midlands and the North-West,” says Phil Elam, Yanmar Business Manager UK & Ireland. “Both businesses share our commitment to exceptional service, reliable equipment and long-term relationships. We’re delighted to welcome them to the Yanmar network.”