

## OLIVERS expand to the south coast of England

Following the successful purchase of Southern Harvesters at Reading in 2015, CLAAS UK Ltd and Oliver Agriculture Ltd (OLIVERS) have agreed to further extend their successful partnership, allowing the continued long-term growth of OLIVERS and the CLAAS brand from the Home Counties to the south coast.

On 1st October 2018, OLIVERS purchased the business activities of SOUTHERN Petworth in West Sussex and WESTERN Winchester in Hampshire, including the transfer of all 26 staff members in sales, service, parts, administration and management. This acquisition expands the OLIVERS business from 3 to 5 branches.

“We are delighted to continue to grow our business with CLAAS” said David Jarman, MD of OLIVERS, “and we hope that our new customers in Sussex and Hampshire will appreciate the long term view we take to our service-focused business. OLIVERS have been serving farmers for nearly 200 years, and we intend to continue doing so for many years to come. This acquisition is a key part of our plan for continued growth”

To the same timing, SOUTHERN Ashford was acquired by CLAAS Manns Ltd and will be rebranded as MANNs Kent. The synergies of MANNs Kent with the six other MANNs locations, particularly MANNs Essex, and the Used Machinery Centre at Saxham will help and support the further growth of the Kent operation.

CLAAS Western will continue its successful growth from the four remaining modern locations in the company’s historical trading area, where it commands excellent market shares together with high customer respect for its industry leading service levels.

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### **About CLAAS UK**

CLAAS UK is a division of CLAAS ([www.claas-group.com](http://www.claas-group.com)), a family business founded in 1913 and one of the world's leading manufacturers of agricultural engineering equipment. The company, with corporate headquarters in Harsewinkel, Westphalia, is the European market leader in combine harvesters. CLAAS is the world leader in another large product group, self-propelled forage harvesters. CLAAS is also a top performer in world-wide agricultural engineering with tractors, agricultural balers and green harvesting machinery. The CLAAS product portfolio also includes state-of-the-art farming information technology. CLAAS employs 11,500 workers worldwide and reported a turnover of 3.7 billion euros in the financial year of 2016.

### **About OLIVERS**

Oliver Agriculture Ltd (OLIVERS) was formed in 2008 following a restructuring of the original trading company, AT Oliver & Sons Ltd., which was established as a CLAAS dealer in 1947 but has traded as a family business since around 1820. OLIVERS has traded profitably since its inception and prior to this acquisition has operated out of three depots, Luton, Tingewick and Reading. In addition to CLAAS, Olivers has other key franchises which offer complimentary products to the CLAAS range including HORSCH tillage & Drills and HORSCH-LEEB Sprayers. OLIVERS continues to offer traditional values whilst embracing a modern future focused approach to supporting British Agriculture.

Oliver Agriculture Ltd is part of the Oliver Group. This comprises ATO Holdings Ltd., as the parent company, two trading companies – Oliver Agriculture Ltd. and Oliver Landpower Ltd., as well as a service company A.T. Oliver & Sons Ltd. Head Office 01582 727111 [luton@oliveragriculture.co.uk](mailto:luton@oliveragriculture.co.uk)