



Abbey Retail Becomes Official Dealer For Manitou UK



Verwood, UK – 29th August 2025 – Manitou UK is delighted to announce the appointment of Abbey Retail to its expanding dealer network. This partnership will see Abbey Retail represent Manitou across Clare & Galway (Agricultural range only) and Tipperary & West Kilkenny (Construction, Agricultural, Compact Equipment, and Industrial ranges), further strengthening Manitou's footprint in Ireland and enhancing customer access to its market-leading handling solutions.



A Trusted Irish Manufacturer Since 1947

Abbey Retail, a division of Abbey Machinery, is a leading dealership serving Co. Tipperary and the surrounding counties. Backed by the heritage and expertise of Abbey Machinery, Ireland's leading agricultural machinery manufacturer founded in 1947 by the Cavanagh family, Abbey Retail has built a strong reputation for reliability, service, and product range.

Over the years, Abbey Retail has established a large and loyal customer base across the farming and contracting sectors, while also attracting wider audiences through its extensive hardware offering. From plough metal, tools, filters, oils, and merchandise, to a comprehensive stock of parts and accessories, Abbey Retail has become a trusted one-stop shop for agricultural and construction customers alike.

In addition to offering the full range of Abbey Machinery products, Abbey Retail is an authorised dealer for many of farming's most recognisable brands, including Massey Ferguson, Kverneland, Rauch, Quicke, Prodig, and McConnel. These partnerships, combined with a strong aftersales service, have helped position Abbey Retail as one of the leading dealerships in the region.

Peter Smyth, Sales Director at Manitou UK, welcomed the partnership:

"We are delighted to partner with Abbey Retail. Their long-standing reputation for premium offerings, commitment to innovation, and strong customer relationships make them an excellent fit for Manitou. With Abbey's reach across Clare, Galway, Tipperary and West Kilkenny, we are confident that this partnership will provide real value to customers in the region."

Sean Kinane, Retail Manager at Abbey Retail, added:

"Abbey Retail are proud to have been awarded the Manitou franchise for Tipperary, Kilkenny, Clare, and Galway. The Manitou range for both construction and agriculture is extensive, and we're excited to offer and support everything from forklifts to the impressive MRT, Manitou's rotating telehandler range."

"We'll be stocking the full Manitou lineup at both our Nenagh and Ballyclerihan depots. We look forward to connecting with existing Manitou customers as well as building new relationships. To ensure the highest level of service, we've expanded our team and invested in additional parts, technical resources, and demonstration machines – all to meet and exceed the expectations of Manitou customers."



Delivering Comprehensive Solutions Across Ireland

As an official Manitou dealer, Abbey Retail will provide the full Manitou portfolio across its designated territories, spanning Construction, Agricultural, Compact Equipment, and Industrial (Con/Ag/CE/Ind) ranges. From forklifts and telehandlers to loaders and warehouse equipment, customers will have access to quality, high-performance machines engineered for efficiency, reliability, and operator comfort in the most demanding environments.

This partnership also reflects Abbey Retail's deep commitment to sustainable farming and environmental responsibility. The company operates under strong energy policies, integrating renewable energy sources and eco-friendly practices into its operations while designing machinery that helps farmers achieve greater productivity with a reduced environmental footprint.

For more information, visit www.manitou.com or contact Abbey Retail:

Contact Details

W: www.abbeyretail.ie

Abbey Retail Clerihan

Phone: 052 6135742
Email: info@abbeyretail.ie
Clerihan, Tipperary
Postcode: E91 KX96

Abbey Retail Nenagh

Phone: 067 33742
Email: info@abbeyretail.ie
Well Road, Nenagh, Co. Tipperary
Postcode: E45 X579

Press contact: Chloe Tappl c.tappl@manitou-group.com | 01202 810758

As a world reference in the handling, aerial work platform and earth moving sectors, Manitou Group's mission is to improve working conditions, safety and performance around the world, while protecting people and their environment. Through its flagship brands – Manitou and Gehl – the group designs, produces, distributes and services equipment for construction, agriculture and industry. By placing innovation at the heart of its development, Manitou Group constantly seeks to bring value to all its stakeholders. Through the expertise of its network of 800 dealers, the group works more closely with its customers every day. Staying true to its roots, with its headquarters located in France, Manitou Group turned over €2.7 billion in 2024. It unites 6,000 talents worldwide with passion as their common driver.



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IN MOTION