



Manitou UK Appoints New Managing Director, Garth Bryson



6th October 2025 – Verwood, United Kingdom – Manitou UK is pleased to announce the appointment of Garth Bryson as its new Managing Director, effective 6 October 2025. Garth joins the Manitou Group from Finning UK, bringing with him extensive international experience and a proven track record of leadership across the industrial equipment and power systems sectors.

With a career spanning both the United Kingdom and South Africa, Garth has held several senior leadership positions with significant profit and loss (P&L) responsibilities. His previous roles include General Manager, Energy & Transportation at Finning (UK) Ltd and Director – UK & Ireland Distribution at Cummins.

Garth's expertise lies in business restructuring, process optimisation, and team leadership, as well as overseeing major contractual negotiations. He also brings in-depth experience in direct sales to original equipment manufacturers (OEMs) and dealer network management across a wide range of sectors, including industrial, marine, oil & gas, electric power, rail, automotive, defence and mining.

Speaking about his appointment, Garth Bryson said:



“Manitou produces class-leading machines & services and boasts an extensive and capable dealer network across the UK and Ireland. It’s an honour to join the Manitou family and exciting to be part of their customer-centric journey.”

About Manitou UK

Based in Verwood, Dorset, Manitou UK Ltd is the British subsidiary of the Manitou Group, a global leader in the design, manufacture, and distribution of material handling, access, and earthmoving equipment.

Established in the UK in 1972, Manitou UK has grown to become a cornerstone of the Group’s European operations, supporting an extensive and highly skilled dealer network across the United Kingdom and Ireland. The company provides comprehensive sales, service, and parts support for a broad range of Manitou telehandlers, forklifts, loaders, and access platforms, as well as the Group’s sister brand, GEHL, which specialises in compact loaders and skid steers.

Together, Manitou and GEHL offer innovative, reliable equipment solutions for the construction, agriculture, industrial, and rental sectors, backed by a commitment to customer service, safety, and sustainability.

Press contact: Chloe Tapp c.tapp@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.

