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## Manitou UK Appoints George Browns as New Agricultural Dealer from January 1, 2026



**Verwood, UK – January 2026** – Manitou UK is delighted to announce the appointment of George Browns to its growing dealer network.

Effective from 1 January 2026, this partnership authorises George Browns to represent Manitou's comprehensive agricultural line-up. The range includes telescopic handlers with a 4m to 10m reach, skid steer and track loaders, and industrial fork trucks with 1t to 10t capacities all of which are designed specifically for the UK agricultural market.

Under this new agreement, George Browns will serve a significant territory encompassing Oxfordshire, Buckinghamshire, Berkshire, and Hertfordshire. This partnership ensures local access to world-class machinery and expert aftersales support, coordinated through their established depots in Chesham and Daventry.

### **A Longstanding Agricultural Business Built on Service**

Established in 1830, George Browns is a well-respected, family-run agricultural machinery business with a strong reputation across the South and Midlands. The company operates multiple depots and has built its success on a clear commitment to customer service, technical expertise, and long-term relationships with farmers and contractors.

With decades of experience supplying and supporting leading agricultural brands, George Browns places aftersales service at the heart of its operation. Its highly trained service teams, extensive parts availability, and customer-focused approach align closely with Manitou's values and expectations for dealer excellence.



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Steve Brown, Managing Director at George Browns, commented:

*“Being appointed as an Agricultural dealer for Manitou UK from January 2026 is a significant and positive step for George Browns. Manitou has a strong reputation for producing reliable, practical loading solutions that are well suited to the demands of UK farming, and its product range sits naturally alongside the brands we already represent. As a family-run business, we place huge importance on aftersales support, parts availability, and building long-term relationships with our customers. This partnership enables us to offer a broader, more complete solution to farmers and contractors across our territory, supported by our experienced teams and established depot network.”*

### **Strengthening Manitou’s Agricultural Offering**

As an official Agricultural Manitou dealer, George Browns will supply and support Manitou’s extensive agricultural portfolio, including the full Manitou Loader Telescopic and loader range, skid steer and track loaders, industrial fork trucks, all designed to meet the demands of the UK agricultural market.

Peter Smyth, Sales Director at Manitou UK, commented:

*“Manitou UK is delighted to welcome George Browns into the Manitou family. They have a long-standing history in agricultural machinery sales, but more importantly, service is at the heart of their operation.*

*With their culture of dedicated customer support and satisfaction, we look forward to building a lasting partnership. Managing Director, Stephen Brown is a proactive leader who will be instrumental in driving the brand forward. We are excited to work together to grow our extensive product range—from telescopic handlers and loaders to industrial fork trucks and heavy-duty loading shovels—all of which are tailored specifically for the UK agricultural market”.*

*“Stephen and his team will work closely with us to ensure customers across the territory benefit from expert advice, reliable machinery, and responsive aftersales support”.*

### **Supporting Farmers with Local Expertise**

This appointment reflects Manitou UK’s continued commitment to partnering with strong, service-led dealerships that understand the needs of modern agriculture. With George Browns established local presence and Manitou’s innovative product range, customers across the region can expect enhanced support, improved availability, and solutions tailored to their farming operations.

For media inquiries or further information, please contact the below:

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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, Manitou Group is headquartered in France. It achieved a 2023 turnover of €2.9 billion and brings together 5,500 talented people worldwide, all driven by a shared passion.

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IN MOTION