

## PRESS RELEASE



### MANITOU EXPANDS AGRICULTURAL AREA WITH RUSSELLS

**Verwood, UK – 1st January 2026** – Russells, one of Manitou's long-established agricultural machinery dealers, is expanding its Manitou agricultural area of responsibility. Effective from 1st January, Russells will assume responsibility for the former Farmstar Marr and Brigg territory.

Russells newly acquired area extends from North Sheffield eastwards through South Yorkshire and northern Lincolnshire to Grimsby, covering key agricultural centres including Barnsley, Doncaster, Gainsborough and Brigg, along with the surrounding rural areas.

This expansion complements Russell's existing Manitou territory which currently operates from depots in Northallerton, Leyburn, Malton, Boroughbridge, Cranswick, Eggborough and Owstwick. Together, this established infrastructure provides a strong sales, service and parts support network across North, East and West Yorkshire, while the addition of the Marr and Brigg area further strengthens Russells' regional coverage and ensures continuity of support for Manitou customers.



Peter Smyth Manitou Sales Director UK and Ireland commented

*Manitou UK has worked closely with Farmstar for many years and we thank them for their support of the Manitou brand. As part of our continued focus on strengthening our dealer network and ensuring a consistent, high level of specialist service, we have decided to transfer the territory to the Russells Group. With over 80 specialist engineers and seven locations across Yorkshire, Russells has the scale, experience and infrastructure to support Manitou customers both now and in the future.*

Founded over 100 years ago, Russells is one of the UK's longest-established agricultural machinery dealers. The business has built its reputation on local expertise, long-term customer relationships and dependable aftersales support, serving farmers and contractors across some of the UK's most productive agricultural regions.

Russells has been a Manitou dealer for over 40 years, supplying and supporting the full Manitou agricultural product range, including telehandlers, articulated loaders, compact equipment, and Manitou's industrial range within the agricultural market.

Paul Russell, CEO of Russells, comments ;

*"We are delighted to be awarded the additional territory from Manitou. Our commitment to our new and existing customer base, is that our dedicated sales team are supported by experienced service engineers and a fully stocked parts departments, to ensure all customers will receive expert advice, a great sales experience and strong aftersales support. We look forward to working with customers old and new, for all your Manitou needs".*

The transfer of the territory reinforces Russells' long-term commitment to Manitou and its customer base, providing enhanced local support across this expanded area of responsibility.

For further information on Manitou products, join the Russells team at the forthcoming YAMS event, contact your local Russell's depot or please contact our dedicated Manitou brand manager Andrew Waddington using the below details to discuss your material handler needs.

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