



## PRESS RELEASE


### GEHL dealership network expands in Latin America



**Ancenis, July 22, 2025** – Manitou Group, a worldwide reference in the material handling, aerial work platforms, and earthmoving equipment, announces the accelerated expansion of its GEHL brand dealership network in Latin America. This strategic expansion aims to enhance service quality and product availability for customers in the region.

GEHL boasts a robust international presence with approximately 250 dealerships across 65 countries. The brand offers a comprehensive range of equipment, including telehandlers, skid loaders, articulated loaders, and backhoe loaders, addressing the diverse needs of the construction and agricultural sectors. Strategic acquisitions, notably in India in 2016, and recent investments in its two U.S.-based production sites have augmented the manufacturing capacities for these product lines, thereby fostering the brand's development.

In Latin America, GEHL is experiencing significant expansion, marked by the addition of six new dealerships in Brazil, Mexico, and Panama, which commenced operations in 2024. More recently, the network has been further strengthened with two new distributors in Lima, Peru, and in Colombia through the distributor Chaneme. As a major player in Colombia's construction sector, Chaneme will also cover four sales locations based in Medellin, Cali, Barranquilla, and Bogota.



Marcelo Bracco, Managing Director of Latin America at Manitou Group, states: *"Our commitment to our customers in Latin America is a paramount priority. This strategic expansion of our dealership network is a testament to our resolve to provide high-quality equipment, supported by a comprehensive service offering. We are particularly enthusiastic about introducing Stage V compliant products in Colombia, notably our skid loaders and backhoe loaders, to address the specific needs of this burgeoning market."*

This development in Latin America aligns with GEHL's overarching strategy to fortify its position in key markets and ensure optimal proximity to its clientele. GEHL's growth will persist in the coming months with the integration of new distributors in other geographical areas, thereby solidifying the brand's global presence and the Group's unwavering commitment to delivering innovative solutions and first-rate service.

[Download the visuals from the corporate website media library](#)

**Manitou Group press contact: Franck Lethorey | [f.lethorey@manitou-group.com](mailto:f.lethorey@manitou-group.com) | +33 7 86 70 85 62**

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.

