

PRESS RELEASE

Strategic expansion of GEHL network in South Africa



Ancenis, June 16, 2026 – Manitou Group, a world reference in the handling, aerial work platform and earth moving sectors, announces the strategic strengthening of its presence in South Africa through the appointment of two key dealerships for its GEHL brand. This expansion reinforces the group’s commitment to South Africa, currently the largest market on the continent and the fifth-largest market globally for backhoe loaders (excluding North America).

To meet the increasing demand in the region, Manitou Group is promoting a comprehensive lineup of GEHL solutions tailored for the construction and agriculture markets. This includes two high-performance backhoe loader models, a full range of skid steer and two specialized telehandler models.

As part of its territorial expansion, Manitou Group welcomes South Gear Co, based in Pretoria (Gauteng). Since joining the network in 2025, South Gear Co has focused on the sales and service of the GEHL range. Their entry into the market was recently recognized at the group level. Operating from their main office in Pretoria, they are instrumental in distributing GEHL products across the construction and agricultural landscapes.

Furthering this momentum, BurGerS Equipment & Spares officially joined the GEHL dealer network in April 2026. Headquartered in Johannesburg and serving the GEHL brand through its Cape Town branch, BurGerS is a family-owned enterprise with a history of excellence in the mining sector. By becoming an official GEHL dealer, the company is now expanding its reach to provide dedicated solutions for the agriculture and construction markets.



By expanding its footprint in Gauteng and the Western Cape, Manitou Group is positioned to better serve the three pillars of the South African economy: construction, agriculture, and mining. The GEHL range is specifically engineered to handle the intensive requirements of these sectors, providing local operators with the reliability and productivity required to drive industrial growth.

Steve Ryder, President of Manitou Group's LAPAM* region, states: *"South Africa is a critical market for Manitou Group, and a robust dealer network is essential to successfully support our expanding GEHL product range. Our priority is to elevate the customer experience to seamlessly meet local demands, and we look forward to seeing this strengthened foundation drive mutual business growth across the region."*

With these new partnerships, Manitou Group reinforces its commitment to high-value solutions and world-class service. This aligns with our LIFT 2030 roadmap to bring exceptional customer satisfaction closer to our clients.

**LAPAM: Latin America, Asia Pacific, Africa, Middle East.*

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Manitou Group Press Contact: Franck Lethorey | f.lethorey@manitou-group.com | +33 (0)7 86 70 85 62

LAPAM* Press Contact: Anchal Kandpal | a.kandpal@manitou-group.com | +91 9999136343

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 €2.6 billion in 2025. It unites 6,100 talents worldwide with passion as their common driver.

