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Aring Equipment brings SDLG to Wisconsin



Butler, Wis.-based Aring Equipment Company is the most recent addition to the SDLG dealer network, selling and supporting the complete lineup of SDLG wheel loaders

[Aring Equipment Company](#), which lies just outside of Milwaukee, Wis., has joined the SDLG dealer network, further extending the company's complete lineup of wheel loaders in the Midwest. Aring has locations in Butler, Madison, Eau Claire and De Pere, Wis.

As of November 2014, Aring is providing SDLG wheel loaders and support to Wisconsin and surrounding areas, adding to its wide range of construction equipment and its well-trained sales and service team. The addition of Aring will provide customers the products and support that can only come from an experienced dealership.

John Gilbertson, general manager of Aring, said SDLG's lineup of wheel loaders are a great compliment to the company's offering, providing a reliable product that doesn't have the features – or cost – of a premium brand.

"We want to reach more customers and we are proud to offer SDLG wheel loaders in a price range that fits many of our customers' needs," he said. "This will allow us to reach out to more industries with applications that don't require a high-production machine."

Gilbertson explained that adding SDLG wheel loaders to the dealership's lineup would also enable the company to offer good-quality, brand-new machines to customers that typically would have purchased a used machine, and that they are backed by 12-month, 1,500-hour warranties.

Aring will sell the SDLG LG938L, a 2.5 yd³ capacity wheel loader; the LG948L, a 3.0 yd³ capacity wheel loader; the LG959, 4.0 yd³ capacity wheel loader; and the LG958L, which has the same basic specs as the LG959, but with dry disc brakes rather than wet disc.

Al Quinn, director of SDLG North America, said the addition of Aring Equipment brings a knowledgeable dealer to SDLG's efforts in Wisconsin.

"As in keeping with our strategy to roll out SDLG across North America by partnering with dealerships that are equipped to offer great service and support to their customers, Aring perfectly fits the bill," he said. "Aring has a unique understanding of the industries that thrive in Wisconsin and the customers that will find value in SDLG. We are proud to add a dealer to our network with such expertise."

For more information on the product and the SDLG dealer network
please visit www.SDLGNA.com