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Four new SDLG dealers for Canada



The Strongco team in Calgary, Alberta, celebrates the addition of SDLG wheel loaders to its product lineup.

As sales of the company's wheel loaders increase in Canada, SDLG announces three new dealer locations in Montreal, Calgary, and Winnipeg, with an Ontario location on the way.

Since the company's [first wheel loader sold](#) in North America was purchased in Canada in early 2014, the brand has continued to receive a positive reception in the region. Several Canadian companies and governmental bodies have already purchased SDLG wheel loaders for work in their territories. Canadian customers are finding the SDLG proposition – quality-made wheel loaders at value prices – ideal for a wide range of applications.

This success in Canada is expected to grow as three new dealer locations join the SDLG dealer network: [Strongco in Calgary, Alberta](#), [Strongco in Montreal, Quebec](#), and [Westcon Equipment & Rentals in Winnipeg, Manitoba](#). Additionally, a third Strongco branch will join the SDLG dealer network in Ontario later this year. These locations will offer the brand's complete lineup, as well as SDLG's [full product support and service](#).

Gaining momentum

Al Quinn, director of SDLG North America, said the addition of Strongco and Westcon will strengthen the company's presence in Canada, enabling more customers to evaluate the wheel loaders, and for those that do make a purchase, access to top-notch product service and support.

"The success of SDLG will only be as strong as the network of dealers we have selling the wheel loaders," Quinn said. "With Strongco and Westcon coming on board, we're ensuring that Canada will have seasoned, expert dealers that will take great care in knowing both the product and its ideal customer base."

The announcement comes on the heels of several SDLG purchases from the Canadian government, including the RMs (rural municipalities) of Sarnia, Spalding and Caledonia. The groups are using the wheel loaders for road projects, waste management, snow removal and more. All have pointed to the value and versatility of SDLG loaders as the primary reason for their purchases. Other companies in Canada have purchased SDLG wheel loaders for farming duties, material handling and mining work, among other tasks.

Strongco

[Strongco](#) is a Mississauga, Ontario-based seller and renter of industrial equipment for industries including construction, road building, mining and forestry. The company is one of Canada's largest construction equipment distributors with an extensive network of branches across the country and in the northeastern U.S. The Calgary branch of Strongco is the first in Canada from the company to offer the SDLG wheel loader line.

Bob Dryburgh, president and CEO of Strongco, said the company sees the loaders as being an ideal complement to its current product offerings, enabling Strongco to satisfy those customers looking for machine capabilities suited to less duty-cycle intensive operating requirements.

“These customers are price conscious and are looking for more fundamental technology,” he said. “As a result, Strongco is able to access a new customer base, providing a value priced, reliable machine, often as an entry level product. We are excited by the initial customer response in Alberta and our plan is to roll the product out in Quebec and Ontario over the balance of the year.”

Westcon Equipment & Rentals



Todd Dokken, sales manager at Westcon Equipment and Rentals, shows off the LG938L, one of the several wheel loader models the new SDLG dealer will be offering.

[Westcon Equipment & Rentals](#) is a privately held dealer of equipment to the construction, aggregate, road and forestry industries in Saskatchewan, with its headquarters in Regina. It also has branches in Winnipeg and satellite locations in other regions.

Brian Brown, president and CEO of Westcon, said that the company chose to begin carrying the SDLG line for two main reasons.

“We feel that SDLG wheel loaders are a great value for the selling price,” he explained. “Also, we are looking to market to a customer base that we haven’t been able to in the past – customers that aren’t looking for a high production machine, for example. We think customers that are very price conscience or are looking for simplicity will be very interested in SDLG.”

SDLG lineup

SDLG will sell four wheel loader models at the two new locations: The LG938L, a 2.4 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. All four loaders are backed by a 12-month, 1,500-hour warranty.

“Stroncgo and Westcon are joining the SDLG dealer network at an ideal time,” Quinn said. “As more and more Canadian customers realize the benefits of owning and SDLG wheel loader, we are now better poised to sell and support our machines. In less than a year, we’ve been able to extend our dealer network into more Canadian territories, a trend that we expect to continue for years to come.”

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