



# Yanmar CE appoints Taylor & Braithwaite as exclusive dealer in Yorkshire

***Yanmar Compact Equipment's trusted dealer in northern England since 2020, Taylor & Braithwaite, has been appointed to expand its territory into Yorkshire – offering Yanmar's full range of compact machines, comprehensive service options, and dedicated local support to the region's growing customer base.***

Yanmar Compact Equipment (Yanmar) has announced the territory expansion of its Cumbria-based distribution partner, Taylor & Braithwaite, to now cover Yorkshire. As the sole Yanmar dealer for the region, Taylor & Braithwaite will offer Yorkshire customers access to Yanmar's full line of compact equipment, which includes a diverse selection of excavators – from micro models to 10-tonne tracked excavators, as well as wheeled excavators and loaders, and tracked carriers. Alongside this robust range of machinery, the dealer will provide a comprehensive suite of services and dedicated support from its skilled team of sales representatives and engineers.

The expansion marks a natural next step for Taylor & Braithwaite, whose strong commitment to customer satisfaction has cultivated a loyal client base across Cumbria, Northumberland, and Durham (including Tyneside and Teesside). With its new reach, the dealership now serves Yorkshire regions including Sheffield, East and West Yorkshire, and North Yorkshire through Skipton, York, and Scarborough, seamlessly connecting with its existing territories. "We look forward to introducing Yanmar to more customers in Yorkshire while strengthening relationships with those who already know us," says Paul Taylor, Director at Taylor & Braithwaite. "This is an exciting new chapter as we expand the Yanmar brand in a key region."

## **Exclusive access to Yanmar CE's class-leading machinery**

From plant hire companies to landscapers and owner-operators, Taylor & Braithwaite's Yorkshire customers are as varied as the extensive range of Yanmar machines available. The dealership offers everything from micro excavators to 1.5, 2.5, 5, 6, 8, and 10-tonne tracked excavators, as well as wheeled excavators, wheel loaders, and tracked carriers; ensuring a solution for every job. To keep these machines operating at peak performance, Taylor & Braithwaite maintains a robust stock of genuine Yanmar parts, oils, and filters, providing customers with quick access to essential maintenance supplies. This inventory is further supported by the European Parts Centre, which offers next-day delivery for additional parts as needed.

Standout features like Yanmar's renowned build quality and distinctive 'Premium Red' finish have already received enthusiastic feedback from Taylor & Braithwaite's existing customers. "Getting customers into the driver's seat to see for themselves first-hand the Yanmar build and performance quality has proved a success and our returning customers are full of praise for the product" says Sales Manager Chris Jordan. "Once they experience the quality and features of Yanmar machines, the craftsmanship speaks for itself."

Customers can also look forward to Yanmar's newly launched SV86-7 (8,675 - 8,695 kg Operating Weight (OW)) and SV100-7 (9,705 - 9,815 kg OW) excavators, expected to be especially popular in Yorkshire. Known for their stability and strong performance, these models are well-suited to the region's muddy, rainy conditions, offering reliable maneuverability and safe operation. Equipped with Yanmar's patented VICTAS® system, the machines feature optimised treads and asymmetrical



tracks that enhance stability; as well as a large counterweight, excellent weight distribution, and a low center of gravity deliver superior stability and impressive lifting capabilities.

### **Dedicated, full-service solutions for the Yorkshire market**

Beyond machine sales, Taylor & Braithwaite is dedicated to offering tailored, full-service solutions to customers within its new territory, including in-depot servicing for major overhauls, on-site support from field engineers, and expert guidance for new operators. Reflecting on the expansion, David Cockayne, Regional Director of Northern Europe at Yanmar, shares, “We’re delighted to extend Taylor & Braithwaite’s territory to include Yorkshire – a decision that underscores our continued confidence in the exceptional sales and service that Paul Taylor and his team deliver.”

Additional services include extended warranties and fixed-price service contracts for peace of mind throughout the equipment’s life cycle. The dedicated team, including sales reps stationed locally in Yorkshire, will provide a hands-on approach that emphasises long-term customer care and satisfaction. Paul adds, “Customer relationships are built on trust, consistency, and quality – and we’re proud to bring these values to Yorkshire.”

With mobile mechanics, prompt parts delivery, and a dedicated team, the company welcomes both new and returning customers to connect, explore its range of Yanmar machinery, and experience the outstanding service that defines Taylor & Braithwaite.

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### **About Yanmar Compact Equipment EMEA**

Yanmar Compact Equipment EMEA is a global player in the design, manufacture and distribution of state-of-the-art worksite machinery, with two production sites in Europe: Crailsheim in Germany and Saint-Dizier in France.

Combining Japanese know-how with European manufacture, Yanmar Compact Equipment delivers a full portfolio of state-of-the-art machines that are specially designed for a wide range of applications; including infrastructure, drainage, landscaping, demolition and civil engineering.

Its philosophy is simple: To understand the challenges customers face, exceed their expectations and deliver excellence in everything it does.

For more details, please visit the official website:  
[https://www.yanmar.com/gb/construction/about\\_us/](https://www.yanmar.com/gb/construction/about_us/)



## About Yanmar Compact Equipment

Yanmar Compact Equipment (Yanmar CE) is a global leader in the design, manufacture and support of compact equipment for a range of segments, principally construction and other earthmoving applications.

Its products include extensive ranges of mini and midi excavators, wheel loaders, wheeled excavators, compact track loaders and tracked carriers. These are supported by a wide range of services designed to ensure customer success. A global company with proud Japanese heritage, Yanmar CE has manufacturing facilities in Asia, Europe and North America – and an extensive international dealer network.

Renowned for its innovative approach – it was the first to market with the now-benchmark mini-excavator, and is credited with popularizing the zero-tail swing concept – Yanmar CE remains a trusted brand known for its reliability, performance and commitment to customer satisfaction. These traits are demonstrated through the company's tagline – 'Building with you'.

For more details, please visit the official website.  
<https://www.yanmar.com/global/construction/>