

Yanmar CE announces Smai Service as new dealer in Italy

Smai Service's strategic location ensures important accessibility for customers in the Benevento and Avellino areas, in South Italy, allowing the new dealer to quickly supply the Yanmar range of machines up to 10 t, as well as support them with all its specialised services.

Yanmar Compact Equipment EMEA (Yanmar) has announced the integration of Smai Service, based in Apollosa (Benevento), into its network of official Italian dealers. This new partnership expands Yanmar's presence in Southern Italy, specifically in the Benevento and Avellino areas, underlining its ongoing commitment to providing high quality compact equipment and timely, reliable customer service.

Smai Service is a company founded in 2002 specialising in the sale and rental of construction machinery, both new and used, with 30 years' experience in the sector. Its activities are mainly based on the sale, technical assistance, spare parts and rental of machinery and equipment, and technical consultancy. The skills acquired over time allow the Campania-based company to offer the most suitable solutions to its customers and to be an ideal partner for any type of company that needs to purchase or hire the latest generation of earth-moving machinery, such as those of the Yanmar brand that have recently become part of its fleet. The new dealer - in the person of its sales manager Giampiero D'Itria, who together with his sister Pina runs the company's business - therefore represents a significant step in Yanmar's expansion path, bringing a complete range of machines to a wider Italian customer base.

"I am thrilled that Smai Service has been chosen to become the official dealer of Yanmar Compact Equipment EMEA," says Giampiero D'Itria. "I have always admired the Yanmar brand and found its machines to be highly efficient and reliable. I am sure that our customers in the Benevento and Avellino areas will appreciate the quality guaranteed by these machines, which are synonymous with a guarantee on the market. Now all we have to do is invite our customers to field test the entire range that we are going to market, so that they can fully appreciate its potential," he says.

Smai Service will be offering the full range of Yanmar machines up to 10 t in its areas of responsibility, which the dealer is confident will meet the needs of all local construction and landscaping operators. *"I am convinced that the current Yanmar range will be highly appreciated by our customers. These are machines whose value is already well recognised on the market, thanks to technical features such as engine power and advanced hydraulics, as well as their distinct ability to operate in confined spaces and 'small construction' work, perfectly suited to the needs of companies operating in a variety of sectors, including road construction. We at Smai Service believe strongly in this brand, because it has a step up on others currently on the market and offers machines of the highest quality. As mentioned, we expect a very positive response from our customers, especially after the first units have been sold and they have had the opportunity to test them in the field".*



Giampiero D'Itria emphasises the Yanmar brand's reputation in the market and already has clear ideas on how best to propose it to his customers, which includes organising Open Days dedicated to its customers, offering the opportunity to experience the machines first-hand, and appreciate their qualities up close. *“Our task will be to bring customers in South Italy closer to the Yanmar brand, which I believe will not be difficult, given these solutions are absolutely among the best in the compact sector.”* D'Itria shares. *“We have already sold several units and more will be delivered shortly. Among the most popular models at the moment are the 5.5 t mini-excavator ViO57-6B, which is characterised by the 'X' structure of the undercarriage with box sections, which guarantees excellent torsion resistance, and the 10 t conventional midi-excavator SV100-7, which I consider to be a 'top player' in the market and a perfect combination of new-generation technology and maximum design innovation, as well as an extremely interesting solution considering the types of jobs that characterise our areas of expertise.*

Looking to the future, D'Itria comments: *“Our goal is to integrate ourselves into the Yanmar sales network as soon as possible and to actively demonstrate our utmost commitment to ensuring long-term support and reliability for all our customers. We want to build long-lasting relationships and provide our customers with the best possible service and fast delivery times.”*