

AUSA expands its presence in Belgium with BIA as new importer

- AUSA and BIA Group join forces for distribution and after-sales in the Belgian market.
- The new importer has more than 30 regional distributors.

22 April 2020. – AUSA, a company that specialises in the design, manufacture and sale of compact all-terrain industrial vehicles, has signed an agreement with the BIA Group, a Belgian company dedicated to the sale and service of equipment for public works, mines, quarries and transportation, for distribution and after-sales of AUSA products in Belgium.

“2020 is a key year for AUSA due to the high number of new technological and low emission product launches. The agreement with BIA, a Belgian family group with an extensive commercial expertise and a strong technical knowledge, together with its modern efficient dealer network will allow us to expand our market penetration in the machinery sales and rental sector in a key market for the AUSA Group”, says Juan Urkijo, AUSA Sales and Marketing Director.

The BIA Group, for its part, becomes the AUSA importer for the sale and after-sales service of the brand in the Belgian market, where the products will be distributed through its network of more than 30 regional dealers.

“AUSA vehicles are a perfect complement to our catalogue, which allow our service partners to strengthen their regional offering of products and services. In addition to an extension of the range, our dealers benefit through this operation from a simplification and harmonization of their supply circuit, support for the training of their personnel, as well as technical and commercial support”, indicates Gregory de Jacquier, General Manager of BIA BENELUX.

About AUSA (www.ausa.com)

Established in 1956, AUSA is a company that specialises in the design, manufacture and sale of compact all-terrain industrial vehicles (dumpers, forklifts and telescopic handlers) designed for the residential and civil construction industry and for the transportation and handling of industrial and agricultural materials. With its headquarters in Manresa (Barcelona), AUSA operates in 90 countries and has subsidiaries in Madrid, France, the United Kingdom, Germany, the US and China. Its firm commitment to innovation, providing more efficient and safer technological solutions for its customers and its commitment to people, talent and sustainability have made AUSA a leading company in its sector.

About BIA Group (www.biagroup.com)

The BIA group is active in sales and service of equipment for civil engineering, mining, quarries and transport. Sales, rental and after-sales service find their place among the group's activities, but the BIA group is above all renowned for its flawless project management and personalized support for its customers at each stage of their project.

The BIA group is present in Europe (Belgium, Netherlands and Luxembourg) as well as in more than 20 countries in Africa. BIA employs over 1,300 people, including more than 850 engineers and technicians.