

AUSA joins forces with Ahern in Australia to distribute its all-terrain machines

- The agreement is expected to consolidate the AUSA brand in Asia Pacific and complement Ahern's range of machinery.
- Ahern has four branches and 20 dealers in Australia

May 4 2022. – AUSA, the manufacturer of compact all-terrain industrial vehicles, has signed an agreement with Ahern Group, the parent company of Ahern Rentals, Snorkel and Xtreme, among others, to distribute its dumpers, all-terrain forklifts and telehandlers in Australia. This means that AUSA and Ahern have now joined forces to consolidate their presence in the country and increase their market shares over the coming years.

With this new agreement, both companies are continuing to strengthen their business relationship. Since 2020, Ahern Rentals has been one of AUSA's customers, acquiring all-terrain vehicles for the US rental market. Additionally, Ahern Group has a machinery distribution business line: Diamond A Equipment, which is also a dealer of AUSA's dumpers and all-terrain forklifts for the states of California and Nevada.

“This new commercial project, in partnership with Ahern Australia, will bring us extensive knowledge of the market,” said commercial director of AUSA Juan Urkijo, “as this brand has had a strong presence in Australia since 1989 with four branches in its biggest cities and a network of 20 dealers. Just like AUSA, Ahern Australia is renowned for the quality of its products and service, qualities that bring us together and that we want to continue conveying to our customers during this new era. We have also had highly positive experiences together in other markets, so we are certain that this is the perfect partnership to continue our consolidation in Asia Pacific.”

“Joining forces represents a major strategic step for us,” said managing director of Ahern Australia Glenn Martin. “AUSA’s range of dumpers, all-terrain forklifts and compact telehandlers perfectly complement our portfolio of products. Additionally, the AUSA brand has a good reputation in Australia and we know that its products deliver an outstanding solution for the construction, agricultural and mining sectors — in the latter case, primarily as support systems for heavy machinery.”

Through this partnership with Ahern, AUSA is continuing with its activities to fulfil its ambitious strategic global expansion plan. This objective involves growing the brand, chiefly in the North American, Asia-Pacific and Central European markets.

About AUSA (www.ausa.com)

Established in 1956, AUSA is a company that specializes in the design, manufacture and sale of compact all-terrain industrial vehicles (dumpers, forklifts and telescopic handlers) designed for the residential, civil and road 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 and talent have made AUSA a leading company in its sector.

About Ahern Australia (www.ahernaustralia.com.au)

Ahern Australia is a member of the Ahern Group, a privately owned global company that includes Snorkel, Xtreme Manufacturing and Ahern Rentals among its 24 divisions. Established in 1953, the Ahern Group has become a leader in the field of construction equipment manufacture, sales, distribution, rental and service.