
PRESS RELEASE

For Immediate Release

LiuGong 'Direct' UK win the prestigious "Supplier of the Year Award" at the 2021 British Demolition Awards

September 10, 2021 – Portsmouth, England – LiuGong's focus on, and success in the tough demolition sector has been recognised with the BDA's (British Demolition Awards) prestigious Supplier of the Year Award. Sponsored by industry leading Demolition Hub magazine, this new award for 2021 recognises the highest levels of quality and service to the demolition industry.

BDA's founder Ben Chambers explains. *"The Supplier of the Year Award made its debut this year. The judges felt that we needed an award to really acknowledge the significant contribution suppliers bring to our industry. The competition for this award was fierce but the judges unanimously agreed that LiuGong 'Direct' UK met the high standards demanded by this award. As a winner they demonstrated a consistently high standard of industry knowledge, product and service excellence and an extremely proactive and "can do" attitude to the industry."* **QUOTE TBA**

This prestigious award underlines LiuGong's long-term commitment to create sector specific excellence. By talking and working with customers, LiuGong have developed genuine industry insight which they have translated into perfectly matched, specialist machines backed up by a proactive approach to service and support.

"I don't think a "one-size-fits-all" approach really works today." said LiuGong UK's Managing Director Steven Ford, "Customers want specialists not generalists, that's why we've listened to what demolition customers really want and have used that insight to ensure that we are building machines that are perfectly matched to the exact requirements of the industry. Of course, it goes beyond tough, reliable machines - we match our parts and service capability too because in demolition, downtime is not an option." **QUOTE TBA**

LiuGong's approach has helped them develop an increasingly strong reputation in the industry with leading UK demolition contractors including, Brown & Mason, Squibb, Keltbray and F. French all operating LiuGong machines.

According to XXX from F. French *"We choose LiuGong Direct UK because the machines are tough reliable and the support from the UK team is second-to-none."* **QUOTE TBA**

LiuGong offers a comprehensive range of specialist demolition excavators from 17 to 95 tonnes. These machines are designed to be tough from the ground up and benefit from reinforced, high visibility cabs, strengthened boom arm and undercarriage and full suite of hydraulic lines. But LiuGong go further with a proactive approach to parts stocking and supply. With a "parts on the shelf" policy, LiuGong's demolition customers can be sure of the highest parts availability.

Harry Mellor LiuGong's Product Manager for excavators explains.

"We know the demolition segment can be really tough on the machines and we know from working closely with customers the type of parts they most commonly need. We keep a selection of parts including door panels, bucket

cylinders and track rollers, constantly available, I think customers really appreciate this proactive approach.” **QUOTE TBA**

LiuGong ‘Direct’ UK are rightly proud to be recognised as the UK’s demolition supplier of the year, but the success is unlikely to go to their heads. Their focus will be to continue to build on this achievement in the UK. With the exciting New F-Series launches in the pipeline and investment earmarked for further network growth, LiuGong aim to continue to keep their customers right at the heart of the business.

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For 60 years, LiuGong Machinery Corporation has been a leader in China’s construction equipment manufacturing industry. From building its first modern wheel loader, LiuGong has evolved to become one of the fastest growing, global, CE companies in the world offering a full line of extreme duty, intuitive machines for construction equipment owners constantly challenged to do more with less. LiuGong delivers opportunity to its employees, quality

products and services to its customers, financial success to its investors, and community support in the regions it serves.

LiuGong was proud to celebrate its 60th anniversary in 2018. The company started with the arrival of 500 workers in the provincial city of Liuzhou in 1958. Today, LiuGong is a global success story with 19 product lines, 20 manufacturing facilities, over 9,500 employees, and 300+ dealers in more than 100 countries, offering customers the tough equipment they need to get any job done, anywhere. All with local support.