

**Press release**

**UK SERVICE DEALERS FLY STATESIDE FOR TORO PARTS INSIGHT**

Toro Parts service dealers from across the UK have travelled to The Toro Company world headquarters in Minnesota to see first-hand how the leading turfcare machinery and equipment manufacturer operates its parts division.

A place on the five-day knowledge-based trip with Lely UK was secured after each dealer was entered into a prize draw having demonstrated exceptional performance. The final guest list was comprised of representatives from Cheshire Turf Machinery, Kings Worthy Garden Machinery Ltd, Lely Turfcare South East, Lloyd Ltd and Oliver Landpower.

Dan Dubas, Toro Parts sales and marketing at Lely UK, says the trip was designed to provide a unique insight into the company and offer invaluable knowledge on the logistics behind achieving market leading service levels.

“The knowledge obtained during the various facility tours and presentations will provide our dealers with the information required to continue achieving the highest standards when communicating the benefits of Toro and Lely's Original Equipment Manufacture message,“ he said.

Nathan Bond of Oliver Landpower was struck with, among many things, the insight the trip provided into upcoming new technology for the sector from the renowned Toro Centre for Advanced Turf Technology (CATT). He says: “I was most impressed with the fact Toro puts so much into future development rather than relying on what they have now. It was a great experience to see the scale of the manufacturing and parts operation and to see the detail they put into producing, for example, the cutting reels and balancing them perfectly.”

There was a behind-the-scenes glimpse into the design, engineering, and testing facilities and assembly lines; collaborative discussions on marketing programmes and aftersales support; as well as a visit to the Toro Parts manufacturing facility and distribution centre in Wisconsin.

For Ian Weston from Cheshire Turf Machinery this trip was his second with Lely UK. He says, “I went to the USA about 12 years ago on a similar tour of the factories. The biggest difference I noticed between then and now is the advance in technology and how much Toro has invested in the latest equipment to be more efficient, cost effective and streamlined in the production of parts and machinery. The benefit of trips like this is the first-hand view of what goes on behind-the-scenes and how much time and effort goes in to the products.”

ENDS

**Note to editors:** Toro turf products are distributed throughout mainland UK by Lely (UK) Limited, 1 Station Road, St Neots PE19 1QH. Call 01480 226800, email turfcare.uk@lely.com or visit www.[lelyturfcare.co.uk](http://t.co/NE2QNQ1bNy" \t "_blank" \o "http://lelyturfcare.co.uk)for further details. And in Ireland by Lely Ireland Limited, Kilboggin, Nurney, Co. Kildare. Call 00 353 (0)45 526170, email [turfcaresales.ie@lely.com](mailto:turfcaresales.ie@lely.com) or visit [www.lelyturfcare.ie](http://www.lelyturfcare.ie) for further details.

**Image caption:** Toro Parts service dealers from across the UK have travelled to America to see first-hand how the leading turfcare machinery and equipment manufacturer operates its parts division.

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