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Kubota partners with Unipart

Leading compact tractor manufacturer Kubota chooses Unipart to provide world class parts distribution centre

Construction, agricultural, ground care machinery, and engine manufacturer, Kubota UK has appointed Unipart Logistics, part of the Unipart Group, to manage its national parts distribution and logistics function. The contract, initially awarded for five years, is due to commence Q2 2015.

For over 35 years, the UK's best-selling compact machinery & industrial engine manufacturer, Kubota, has led the way in the UK and Ireland in tractor, ground care and mini excavator excellence. This partnership coincides with Kubota's push in to the mainstream agricultural sector, via its nationwide network of dedicated, specialist dealers where aftersales support is key.

Now, Kubota is partnering with Unipart Logistics who will provide national parts distribution from Unipart's National Distribution Centre in Cowley, Oxford. The 24/7 operation will run the warehousing and distribution, including the provision of mission critical components, to support Kubota's extensive customer base both in the UK, Ireland and the Nordic Countries. Unipart will also supply components straight to Kubota's assembly line in Thame.

By outsourcing its parts distribution, Kubota can meet the high service level agreements it has in place with many of its customers who work in environments where maximum uptime is critical. It will also free up much needed space at Kubota's Thame site, to allow it to meet its future growth aspirations and help facilitate major expansion in to new markets.

Commenting on the announcement Dave Roberts, Kubota UK's Managing Director, said: "Having identified the need to increase our service levels, we evaluated potential distribution partners, and it quickly became apparent that Unipart's extensive expertise in managing supply chain solutions is second to none. This together with the close proximity of Unipart's distribution centre to us, made them the ideal partner. The creation of this new distribution operation will support the significant investment we have put in place in order to grow our product range and increase our market share.

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“Due to the nature of some of the sectors in which our products operate, we will be setting Unipart some very challenging targets linked to speed, flexibility and creativity for our parts distribution. I am confident, based on the contracts they already have in place, that the Unipart team will have no problem meeting and no doubt exceeding our expectations.”

Mike Varnom, Managing Director, Unipart Aftermarket Logistics responded: “This new relationship pays testament to our growing range of market leading clients.

“Fundamental to our ability to develop flexible solutions for different markets is the expertise in The Unipart Way that has been developed by our teams at home and abroad. All Unipart sites operate according to the Group’s proprietary version of operational excellence, known as The Unipart Way. This is a philosophy of working underpinned by tools and techniques that inspire efficiency, flexibility and outstanding customer service into any working process.

“We are proud to add Kubota to the extensive list of blue-chip companies with which we work. We have used our existing extensive logistics experience and expertise to create a tailored solution for Kubota. We are looking forward to supporting Kubota at every stage as they continue to grow their business and move into new markets.”

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Notes to editors:

About Unipart Group

Unipart Group has an annual turnover of more than £1billion. It is a leading UK manufacturer, full service logistics provider and consultant in operational excellence. Operating across a range of market sectors, including automotive, manufacturing, mobile telecoms, rail, retail and technology, Unipart offers a breadth of services from third party logistics to expert consultancy.

About Kubota

Kubota (UK) Ltd is part of the Kubota Corporation of Japan. Kubota is represented in every continent. Kubota is one of the world’s largest manufacturers of industrial diesel engines and is recognised as a world leader in compact tractors and diesel ride-on mowers. Its UK headquarters is strategically situated in Thame, Oxfordshire to provide them with good access to the whole of their territories through their network of specialist dealers and distributors.

