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First SDLG wheel loader sold in North America



Cole Koch, superintendent and part-owner of Double K Excavating, in front of the company's new LG959, the first SDLG machine sold in North America.

Within days of SDLG unveiling its wheel loaders to the region, the first machine has already been sold.

Double K Excavating, based out of Tuxford, Saskatchewan, Canada, has purchased the first SDLG wheel loader sold in North America.

The company purchased the LG959 model to perform a wide array of duties for its 30-year old excavating business. Among the LG959's many tasks will be underground water and sewage work, road construction, lagoon building, material handling and more.

Cole Koch, superintendent and part-owner of the family-operated company, said he found SDLG's LG959 to be an ideal machine for Double K's needs.

"A wheel loader isn't something we use for 10 to 12 hours a day, every day. We look at it as a support machine," he said. "Some days it will get eight hours, some days only two or three. So it doesn't make sense for us to purchase a more expensive, premium machine."

Koch was also impressed by many of the LG959's features, and after only a few days of working with the machine, felt the wheel loader lived up to its quality reputation. He's even considering purchasing another one next Spring.

"It's been great working with the LG959 so far," he said. "The engine runs well, the machine has a lot of power and the hydraulics function smoothly. It's done great at starting in cold weather, too. The cab is pretty roomy compared with other brands – it has great visibility."

Double K purchased the LG959 from Regina-based Redhead Equipment, one of SDLG's seven North American dealers. The two companies have been doing business together for several decades.

Dean Wolfe, salesman with Redhead Equipment, said the attractive price of the LG959, as well as Double K's particular needs, convinced the company to purchase the new SDLG wheel loader over a more expensive used machine from another brand.

"Double K wasn't looking for a 2,000-hour-a-year wheel loader," he said. "For the limited number of hours the machine would run and for the amount of money the company wanted to spend, it made more sense to purchase a brand new SDLG machine with a 1,500-hour warranty than a used machine from another brand."

Wolfe also said the LG959's ease of use was a factor in the purchase.

"The SDLG wheel loaders are very simple to run – there are not a lot of quirks," he said. "Anyone can learn to run the LG959 in a matter of minutes."

The LG959 is a 4.0 yard³ wheel loader with an operating weight of 38,250 lbs. It features a Tier 3 Deutz engine with 224 hp and 777 lb.ft; ZF transmission and axles; wet disc brakes; a hydraulic quick coupler and 3rd function hydraulics; a modern fit and finish with high visibility; and an operator friendly cab. The base unit is priced at \$144,500 and comes with a 12-month, 1,500-hour warranty.

Alan Quinn, director of SDLG North America, said the first purchase of an SDLG wheel loader in the region is a historic occasion and the quick time frame in which it sold is testament to Redhead Equipment's understanding of its customers' needs and its confidence in the new SDLG model.

"We are really excited to have launched SDLG in North America and already be able to celebrate the first purchase," he said. "SDLG gives our customers a new loader at the cost of a traditional used loader and this represents a new option, not previously available to customers in North America. Our startup has been exciting and our early successes are exceeding expectations."