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SDLG adds Strongco, Atlantic region to its ranks

The Canadian seller and renter of construction equipment expands its SDLG offerings to several more branches.



Ken Redden, parts supervisor Strongco, Dartmouth; Stephen George, regional vice president, Strongco Atlantic Region; Kenny Leighton, manager customer solutions, SDLG North America; Pat Callahan, product support manager, Strongco Atlantic Region; David Major, CSR, Nova Scotia; Chris Hood, service supervisor, Strongco Dartmouth, celebrate Strongco, Atlantic region, joining the SDLG North America dealer network.

Less than one year after expanding its range of construction equipment to include SDLG wheel loaders, Strongco is rolling out the brand to even more of its locations. In 2014 the company began

selling the wheel loaders at branches in Alberta, Quebec and Ontario. Now the company's branches in Dartmouth, Nova Scotia, and Moncton, New Brunswick, will join the dealer network.

Strongco's Stephen George, regional vice president, Atlantic, said that the company was having success selling the wheel loaders to a diverse range of customers and that the timing was right to expand the offering to the Atlantic region.

"The value proposition of SDLG wheel loaders makes them attractive to all kinds of companies," he said. "We've seen that people desire a well-made loader with a solid warranty and they don't necessarily need the features of a higher-priced premium machine. Offering SDLG to customers in the Atlantic region expands our portfolio to include wheel loaders for these types of customers."

Adding Strongco Atlantic to its dealer network reinforces SDLG's strategy of partnering with established, experienced dealerships – the types of [dealerships](#) that know exactly what their customer's needs are and can provide them superior [service and support](#). Strongco Atlantic will sell and provide support for the entire range of SDLG wheel loaders, which include:

The SDLG LG938L, a 2.5yd³ capacity wheel loader; the LG948L, a 3.0 yd³ capacity wheel loader; the LG958L, a 4.0 yd³ capacity wheel loader; and the LG959, which has the same basic specs as the LG958L, but with wet disc brakes rather than dry disc. All four loaders are backed by a 12-month, 1,500-hour manufacturer's warranty.

Al Quinn, director of SDLG North America, said the expansion of SDLG wheel loaders to additional Strongco locations is a win for both Strongco and its customers.

"Strongco's customer will have more choices when they look to purchase a wheel loader, with SDLG providing a well-made machine, backed by a solid warranty," he said. "It's a great choice for companies that don't need premium features on their wheel loader or would like an alternative to used equipment. And of course, Strongco's reputation speaks for itself – they will provide excellent service and support."

For more information on the product and the SDLG dealer network,
please visit www.sdlgna.com