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SDLG launches new website with a focus on mobility

The wheel loader manufacturer's new site works across mobile devices and has increased functionality for dealers and customers.

SDLG has announced a new, North American website that will make it easier for dealers and customers to interact with the company. The new site is optimized for mobile devices, for example, and it will present well on desktops, tablet and smartphones. It also features a new, robust search function that makes finding information on the company's products and dealers more convenient than before.

"As the construction equipment industry adapts to an increasingly mobile world, it's important that companies like SDLG provide information on websites that work across myriad mobile devices," explained Nick Tullo, North American sales manager. "Now it will be easier for dealers and customers to get their SDLG information from wherever they may be working."

Other notable changes include an updated image gallery and news section, along with new case studies that illustrate how companies are using SDLG's wheel loaders across North America. The site's "Dealer Locator" functions have also been improved, with increased information on each dealer. The new site will be an ongoing project, with more features and functions added to it in coming months.

"Since launching in North America, a host of dealers and customers have come to equate SDLG with reliability, durability and value," Tullo said. "This new website will make it easier for dealers and customers to learn about SDLG and its products, as it will play better on the devices they're bringing with them to the job site."

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About SDLG:

Shandong Lingong Construction Machinery Co., Ltd., (known as Lingong) is one of China's leading manufacturers of construction equipment, which it produces under the SDLG brand. It is one of the world's leading suppliers (by volume) of wheel loaders. The company's headquarters are in Linyi, China, and it has an additional manufacturing facility in Pederneiras, Brazil.

SDLG products are targeted to the value segment and are known for their reliability and robust performance on site. The company has an established and experienced dealer network in the export markets in which it operates. This network is dedicated to providing excellent parts availability. Lingong was founded in 1972 and currently employs 3,150 people.