

MEDIA RELEASE

FOR IMMEDIATE RELEASE
18 July 2022

The Hustler logo consists of the word "HUSTLER" in a bold, white, sans-serif font, set against a green rectangular background with a white diagonal line on the right side.

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HUSTLER EQUIPMENT ANNOUNCES THE OPENING OF NEW OFFICE, WAREHOUSE AND ASSEMBLY PLANT IN THE UNITED KINGDOM

New Zealand farming equipment manufacturer Hustler Equipment specialised in feeding, handling and spraying gear, announced the recent opening of new facilities in Rowallan Business Park, Kilmarnock, Ayrshire, United Kingdom.

Local branch Hustler Equipment UK Ltd opened in 2010 has now a new home to run daily business including whole good sales and parts dispatch. The 6,000sqft office and industrial warehouse premises also includes an assembly line for products specifically designed for the UK, Ireland and the wider European continent.

"This opening marks a significant step for Hustler and will allow us to make some of our product lines immediately accessible to British, Irish and European farmers," says Mike Gibbs, Business Development Manager for Hustler Equipment UK & Europe.

The United Kingdom is historically the very first European import market that Hustler has set foot in.

"Having been exporting to the UK, Ireland and Europe now for more than 10 years, we felt it necessary to establish a local presence for customers, dealers and product support to take the service we provide to the next level. It made perfect sense to incorporate the assembly of our new Hurricane close to its home market with most of the demand coming from Europe. This now makes our 7th manufacturing and assembly plant to open globally, which is a key milestone for the Hustler brand. This allows us to respond better to increased demand and to offer our development teams a privileged position to analyse local needs and respond more dynamically," says Brent Currie, CEO of Hustler Equipment.

Hustler bale unrollers have today become a permanent fixture in the British agricultural sector thanks to their versatility and their innovative features. These machines developed for the rough terrain of New Zealand are well-known to be extremely strong and built to withstand a wet ocean climate. Backed up with a standard 4-year warranty, they have quickly found a following, as have the newer Combi multi-feeder wagons on large-scale operations, able to handle high volumes of an extremely wide variety of feed.

This key new step is a strong signal to farmers that Hustler is committed to accelerating the company's development while reaffirming the United Kingdom and Ireland as priority markets in a post-pandemic crisis context, which has been particularly challenging for the entire industry.

"We feel honoured by the trust that UK farmers and dealers place in us. Our aim is not simply to transpose our farming solutions, but to adapt them to the specific needs of local farmers. This opening allows us to do so now more than ever before," concludes Brent Currie.

Hustler continues its rapid domestic and international growth and is confidently looking forward to the launch of several new product lines in a few weeks, including feeding and handling equipment.

About Hustler Equipment

From humble beginnings on a farm in Hawke's Bay, New Zealand in 1961, Hustler Equipment has grown its business on global demand, by staying at the forefront of an industry where technological developments are constantly emerging and discerning buyers are seeking to improve their efficiencies. Hustler Equipment is headquartered in Hastings, New Zealand with distribution facilities in New Zealand, Australia, in the United States, in the United Kingdom and in France. More information: www.hustlerequipment.com