

## Warwick Ward Enhances its CASE Compact Range Presence In The West Midlands

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CASE Construction Equipment, together with their dealer Warwick Ward, has entered into a new partnership with MSM DRH Ltd who will offer an additional outlet for CASE compact range equipment in the West Midlands as a sub-dealer for Warwick Ward Machinery.

Worcester-based MSM DRH Ltd, who has been supplying new and refurbished forklift trucks and material handling equipment for more than 40 years, will cover all of the West Midlands including Worcestershire and Warwickshire.

Warwick Ward, who operates from two sites including their South Yorkshire (head office) location, will continue to supply all CASE lines through their Redditch depot, as well as being supported by MSM DRH Ltd - a business with a well-established customer base in the compact equipment sector. Warwick Ward believes this new strategic partnership will complement both businesses by creating cross sales opportunities through an expanded customer base.

MSM will offer CASE's extensive range of compact equipment which includes mini and midi excavators, midi wheel loaders and TLB products via Warwick Ward. With 12 field-based engineers and a guaranteed three-hour call-out response time, MSM DRH Ltd customers will be guaranteed a first-class service. There will also be a range of new machines held at their Worcester premises.

"Warwick Ward believes this appointment of MSM DRH Ltd as a Warwick Ward sub-dealer in the West Midlands will further build on the market share we have seen develop since opening our Redditch depot," said Simon Causier, General Manager at Warwick Ward Machinery. "Also, MSM DRH Ltd is well equipped to offer a full, first-class professional after-sales service on the full range of CASE compact machines."

Glen Pritchard, Commercial Manager with MSM DRH Ltd, said: "We decided to partner with CASE/Warwick Ward for a number of reasons. We wanted to be able to expand our product offering by working with a manufacturer who could offer our customers a wide range of quality products that



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are competitively priced, something CASE is renowned for, together with providing world-class back up.”

“We have already had a fantastic response from our customers, having just agreed a sale for three CASE 580ST backhoe loaders to one of our existing MSM customers, plus a number of strong enquiries from others so it’s a great start.”

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