Ted Hopkins Ltd is a family run business established since 1987 and having been involved in the agricultural and horticultural machinery business since 1954 Ted Hopkins took the opportunity in 1987 to start his own business specialising in the sales and servicing of groundcare machinery from a small workshop and parts facility at St. Georges Wentloog near Newport. This site was purchased in Brecon as the depot was built in Newport to assemble the equipment required for the Ryder Cup in 2010.

Ted Hopkins is still involved in the business on a daily basis, he will turn 80 next February and is supported by his son and two grandsons.

Key services offered
Sales, service, parts, long and short term hire of groundcare equipment including tractors up to 120hp on turf tyres, and implements and a full range of utility vehicles including golf buggies.

How has the dealership changed over the years?
Initially, we started selling horticultural machinery locally, from one depot then decided to concentrate on the commercial groundcare equipment, together with utility vehicles and golf buggies from our Newport depot.

Realised in the late 90’s we needed to concentrate our agricultural business in Mid Wales and built a new depot in Brecon.

There’s been a demand in the last five years for contract hire to include servicing.

What would you like to see changed?
Long term contracts from manufacturers - Who expect the dealer network to invest in training, tools, parts and stock equipment - with buy backs built into contracts if the manufacturer terminates the franchise agreement.

How do you work with your customers?
A number of customers work closely with us, with their own in house service teams carrying out routine servicing with our staff carrying out the major repairs.

We operate our own transport which includes two 38 tonne tractor units with a range of trailers and one 7.5 tonne tautliner for delivery and collections, together with a number of 4wd pickup trucks with trailers.

Major customers
Celtic Major; Ryder Cup Wales; European Tour.

Franchises
• Amazone; Blec; Poniford; Club Car; Dennis; Deutz; Hardi; Kawasaki; Kubota; McCormick; Merlo; John Deere; and many more too numerous to mention.