

DEALER OF THE MONTH

A new series aimed at celebrating the great work done by dealerships up and down the country

TED HOPKINS LTD / TRACTOR HIRE LTD

Location and Size

Newport & Brecon covering Mid, West & South Wales, plus Midlands & South West England for Club Car.

Employees and size of Premises

24 employees. Newport has a three acre site and Brecon has a one acre site.

Number of service vans

Seven

Brief History of Company

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. Brides Wentloog near Newport. This site has grown and now includes six acres of grass for testing and demonstrating machines.

The business grew in the 90's and a second depot was built on a greenfield site at Brecon. Again including storage, workshops and a larger retail shop on a one acre site.

In 2008 an additional storage building was purchased in Brecon as the depot expanded.

In 2008 a new storage and building was built in Newport to assemble the equipment required for the Ryder Cup in 2010.

Over the last five years we have expanded our hire fleet of equipment, this is mainly utility vehicles and golf buggies which are offered on long term contracts to customers in Wales, Midlands, through to Hampshire and all of the South West.

In 2010 we added two new trucks for the transportation of golf buggies for the European Tour to cover all major golf tournaments.



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 spot 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, tooling, 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 facility 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 beaver tail lorry for delivery and collections, together with a number of 4wd pickup trucks with trailers.

Major customers

Celtic Manor; Ryder Cup Wales; European Tour.

Franchises

- Amazone; Blec; Bomford; Club Car; Dennis; Deutz; Hardi; Kawasaki; Kubota; McConnel; Merlo; Stihl; Toro;

and many more too numerous to mention