

DEALER OF THE MONTH

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

TURNEY GROUND-FORCE

Location and size

- Weston on the Green, Oxon
- Site area: 4.5 acres (1.86 hectares)

Employees and size of premises

- 25 employees
- Covered area 1,650m²

Number of service vans

Nine

Brief history of company

PA Turney Ltd was founded in 1948 in Middleton Stony, Oxfordshire, by the late Peter Turney. Mr Turney was the son of a farmer and agricultural contractor. The business was established to repair and service agricultural machinery and quickly began to grow with a number of relationships being formed with key suppliers.

The company has since grown into a multi-million pound business, serving groundcare and agricultural customers throughout southern England. Today, it employs more than 100 people across the group continuing to provide the high level of service which was established in its early years.

Turney-Groundforce is the part of the PA Turney business dedicated to Groundcare. The site at Weston on the Green has been selling groundcare machinery and providing spare parts from here for over 40 years.

Key services offered

Sales, service, repairs and parts.

Specialist services offered

On-site repairs and full after-sales service.

How has the dealership changed over the years?

As the groundcare business has developed and grown, we've taken on more staff in all areas of the business. We've expanded the area which we cover with more salesmen on the ground and more technicians and parts representatives at our branches. Over the years, we have seen an increase in customers in the golfing sector. We also work more closely with a greater number of councils, local colleges and schools - especially within a close proximity to Oxford.

Much of this growth is thanks to developments in the machinery that we can offer. Modern technology has really changed and this has enabled us to appeal to a much wider customer base.

We now have a wide range of products suited to many different individuals. We can supply anything from a domestic mower to the sophisticated Boomer 3000 tractor complete with the award-winning EasyDrive CVT (Continuously Variable Transmission).

What would you like to see changed?

We are always keen to grow our business so we would welcome additional products from our manufacturers, which would enable us to appeal to a new type of customer or fulfil



ABOVE: Bernard Guildford, Service Manager
Robert Millar, Sales Manager
Mike Leach, Area Sales Manager
Trevor Joy, Parts Manager

other needs of our existing customers.

In the future, our customers will be doing much more of their business using the internet so we will need to change the way we work. We have to ensure that we will be able to offer the most up-to-date information and necessary interfaces to meet the requirements of the next generation.

Do you support customers who have in-house service facilities (i.e. OEM parts supply)?

We are happy to work with our customers who have in-house service facilities supplying OEM parts and also offer them advice and support.

Franchises

- New Holland and Ransomes Jacobsen

Major customers

- Local authorities
- Golf courses
- Construction
- Hospitals
- Large estates
- Utilities
- Bowls clubs
- Universities
- Colleges
- Schools and colleges
- Polo clubs

To nominate a GI Dealer of the Month contact **Scott MacCallum** with your reasons why the dealer of your choice should be featured...
Email scott@bigga.co.uk