

# DEALER OF THE MONTH

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

## LLOYD LTD

### *Location and size:*

Carlisle, Newcastle, Bishop Auckland, Penrith, Dumfries, Alnwick, Kelso (not Toro).

### *Employees and size of premises:*

20 to 25 on groundcare.  
Total combined depot size is 120,000sq ft.

### *Number of service vans:*

10

### *Brief history of company:*

Founded in 1964 as a single tractor dealership in Carlisle, the Lloyd Group has now grown to over 25 sites across the north of England and the borders for Lloyd Limited and Lloyd Motor Group.

At Lloyd Limited we specialise in agricultural, construction, materials handling and groundcare equipment while Lloyd Motor Group represents leading automotive manufacturers for car sales, servicing and repairs. Lloyd Group is still a family run business with Barry Lloyd as managing director of Lloyd Limited and Bryan Lloyd managing director of Lloyd Motors.

The main groundcare depots are Carlisle, Newcastle and Bishop Auckland, with the remaining depots all offering parts and service back up. The groundcare business has flourished since 1997 when Lloyd Limited was given the Kubota franchise followed shortly after by Toro and many other market-leading brands.



### *Key services offered:*

Machinery sales, parts sales and a full service support, including cylinder grinding.

### *Specialist services offered:*

Machine demonstrations and short-term and long-term machine hire.

### *How has the dealership changed over the years?*

In the past agriculture was the majority of our business, but now groundcare and construction also contribute heavily to our overall business. We have invested heavily in these sectors to ensure we give a first-class service to our customers.

### *What would you like to see changed?*

We would still like to see one major annual groundcare show so that all the manufacturers can attend every year.

### *Do you support customers who have in-house service facilities (ie, OEM parts supply)?*

Yes, we offer parts impress stock to fleet users as well as a delivery service. We also organise service training with our suppliers for these customers.

### *Major customers:*

I don't really want to answer this as all of our customers are important.

### Franchises

- Toro, Kubota, New Holland, Graden, Amazone Groundcare, Groundsman

and many more too numerous to mention

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](mailto:scott@bigga.co.uk)