

John Deere to expand construction brand into 18 new countries in Africa

John Deere is expanding its construction brand into 18 new countries across southern and western Africa, including South Africa, Botswana, Zimbabwe, Swaziland, Namibia, Zambia, Kenya, Uganda, Mozambique, Angola, Malawi, Tanzania, Ethiopia, Egypt, Rwanda, Burundi, South Sudan, and Sudan.



The expansion, which will include the availability of backhoe loaders, excavators, wheel loaders, motor graders, and crawler dozers, will be sold and supported by independent, newly appointed John Deere dealers, to be announced.

“This expansion provides an opportunity for us to increase our global footprint in the construction industry as we build upon our existing presence in Africa and deliver our product portfolio under the John Deere brand for the first time to these key markets,” said Jaco Beyers, managing director for John Deere Africa Middle East.



In addition to the products, customers in these markets will also have access to product support through the John Deere

dealer network. John Deere construction equipment will be supported and serviced by certified equipment technicians who are in turn supported by a network of regional parts distribution centres.

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