



YOUR DRIVE OUR POWER

ACHIEVE A NEW LEVEL OF SUCCESS AS A JCB DEALER



BECOME A DEALER

We're looking for dealers who echo the pioneering spirit — the no-holds barred approach — of the JCB brand. Dealers who value **innovation**. Who thrive on **competition**, but who won't settle for anything less than the lead position. Who strive to achieve a solid **financial return**.

Dealers who understand that partnering with JCB — a leading **global brand** — will provide new opportunities for **growth**, financial **success** and **advancement** in their local markets.



22

MANUFACTURING
FACILITIES

16

PARTS DISTRIBUTION
CENTERS

2,500⁺

DEALER LOCATIONS

FROM ONE MAN IN A GARAGE TO A MAJOR GLOBAL BRAND

75+
YEARS OF
TRANSFORMING
THE INDUSTRY

JCB is an innovation driver. It's in our DNA. We entered the market in 1945 as a family operation producing tipping trailers. From day one, JCB pushed the boundaries to be the best construction and agricultural equipment manufacturer, resulting in many industry "firsts." Still family owned and operated, JCB can be found all over the globe with 22 plants on five continents with more than 2,500 dealer locations.



JCB has helped keep construction and agriculture moving and working in North America for more than 45 years. Today, there are more than 400 JCB dealer locations in North America. Our dealers rely on us for machines that satisfy customer needs that are unmet by other manufacturers. JCB's momentum in North America is growing as more and more dealers align with us to benefit from our global strength, reputation, product innovation and quick response to market needs.

Savannah is our home base in North America and the global production facility for many JCB machines, including skid steer loaders, Teleskids, compact track loaders, compact telehandlers, high mobility engineer excavator (HMEE), and the light capability rough terrain forklift (LCRTF) designed for military use.

A LINEUP THAT ALIGNS WITH YOUR SUCCESS

In 1945, Joseph Cyril Bamford (Mr. JCB) began using his engineering flair to invent new construction equipment. Right from the start, our machines were shining examples of innovative thinking.

This unique approach to building construction machinery helps explain how JCB continues to grow its global reach across six continents and manufacture at 22 locations in the UK, Brazil, Germany, China, North America and India. We are constantly evolving our range of over 300 machines. Visit our website frequently to learn more about new JCB products.



Teleskid

The JCB Teleskid 3TS-8T is the world's only compact track loader with a telescopic boom. Lift higher, reach further and dig deeper than ever before.



Wheel Loader

Designed with customer input at every stage of the design process, our wheel loader range is designed to meet buyers' priorities. Namely safety, efficiency, ease-of-use, ease-of-maintenance, productivity, performance, reliability and comfort.



Telehandler

JCB has been pioneering the telehandler concept since 1977. Since then, we've remained the world's leading brand. The JCB telehandler range has come to epitomize the very highest levels of performance and productivity.



Backhoe Loader

JCB backhoe loaders are versatile machines that combine excellent trenching, excavating, loading, lifting and material handling capabilities with the benefits of a single machine that is easy to maintain and simple to operate.



100% ELECTRIC ZERO EMISSIONS

Join the leaders in electric innovation as we work towards a more sustainable future. JCB's pioneering range of machines are 100% electric with zero emissions, zero compromise on performance and a lot less noise. No other construction equipment manufacturer has more expertise in building electric machines, today.



ZERO EMISSIONS
100% electric technology



LOW NOISE
Significantly reduced
noise levels



FAST CHARGE
In 60 minutes



FULL DAYS WORK
Up to an 8 hour shift

WHY BE A JCB DEALER?

3rd largest Brand of Construction Equipment worldwide

Market leader in the UK, Europe, and India

50%+ Growth in Sales each of the last 3 years in N. America

Unprecedented brand exposure leads to huge parts & service profit opportunities

Long-term commitment to growth with the addition of a 2nd manufacturing facility in San Antonio, TX



Over the last 10 years, JCB has heavily invested in our sales business to accommodate the growth and needs of the market.

Local Manufacturing: Savannah, GA & San Antonio, TX

Regional Support Offices: GA / CA / FL / TX

Parts Warehouses: FL / IL / CA / ONT

97.5%
MACHINE UPTIME

97%
PARTS AVAILABILITY

365
DEALER BRANCHES



JCB

EXPERT SUPPORT

Regional Sales Directors

Manages territory and dealer long term growth, regional dealer inventory, Dealer contracts.

Champion of strategic investment planning, new dealer onboarding and recruiting.

Master of Financial and Sales tools that drives Retail and Profitable success.

Regional Business Managers

Works hand in hand with Dealers to ensure maximum level of retail sales penetration and market share growth

Market experts; responsible for Sales Forecasting, Dealer inventory flow and Line of Credit management.

Trains Dealer Salesman on JCB products and product marketing initiatives

Sales Engineers

Exhausts all avenues to get your customer credit approved

Prospects/Rides with Dealer sales people and sets up Demo's/machine installations.

JCB Finance Managers

Retail Programs expert that facilitates best deal for customers.

Governmental Sales

Dedicated team that focuses on all aspects of Local, State, and Federal sales.

Inside Sales Specialists

Funnels sales lead to JCB dealers via Online and Phone customer enquiries.

District Service Managers

Coordinates with Dealers to ensure all Service training is identified and fully met

Will assist in identifying, quantifying and prioritizing technical concerns

Liaises with Tech support team to ensure all dealer service needs are met.

Tech Support Specialists

Factory based team that are trained experts to answer dealer and customer service needs

Parts Customer Service Representatives

Point of contact for all parts ordering inquiries

Provides training and support to dealers for online tools



UNIQUE TOOLS THAT LEAD TO A MORE PROFITABLE FUTURE

JCB offers a variety of tools across all areas of the business that helps you “Get the job done.” You’ll find programs, financing, training and aftermarket and sales support to hone your success and promote customers satisfaction.

Sales Tools

Customer VIP Experience You and your customer will be whisked away on the JCB private Jet to have a once in a lifetime VIP experience at the North American Headquarters in Savannah, GA.

JCB Hub A robust salesman tool that is Ipad based that provides product videos, virtual experiences, spec sheets, brochures and more!

Low Rate JCB Financing

Our JCB finance team is prepared to offer your customers the most competitive Finance and Lease packages on the market.

JCB Branded Quote System

Integrated in the JCB Dealer Portal, an easy point & click system that generates professional/accurate quotes for your customer.

Online Store

Our robust ecommerce platform for prospects and customers to buy machines and parts online, 24/7 365 days a year.



Dealer Support

JCB Dealer Portal You JCB access to online ordering of machines, parts, warranty, and more!

JCB Connect All in one news Hub source for all things that are JCB for dealers

JCB 101 Training Videos Can be utilized as a resource to learn the basics about various JCB systems

Product Training In person / hands on Product training provided by JCB’s Product Managers at various sites throughout North America

Product Support

JCB LiveLink LiveLink provides everything you need to keep track of your fleet all in once place. View multiple brands of equipment, visibility of machine checks and sharing machine data with others to name just a few of the features. Increase Uptime, Reduce Admin, Make Better Decisions.

Parts Distribution Centers 4 Strategically placed Parts distribution centers in North America dedicated to getting parts to JCB dealers 24/7/365.

Service Master Complete Diagnostic tool PLUS gives you a step-by-step solution to get your JCB back up and running.

Yellow Shield JCB’s online source for quoting Extended Warranty and Service Maintenance agreements



Marketing

Co-op Dealer reimbursement program on all JCB marketing promotions – including print, TV, radio, shows, etc..

Promoboxx Free marketing tool for our dealers that gives access to all marketing material JCB has to offer while also providing built out social media campaigns.

Sales Leads Generation JCB’s inside Sales team scours the market daily and funnels key leads to our dealers.

JCB Branding

Cost Share program Our investment into transforming your Internal & External facilities into a JCB branded location.

Branding Store Dedicated website that offers everything from Banners to furniture that aligns with JCB Facility standards.

Merchandise Store If you are looking for Models, Branded apparel and JCB accessories the Merchandise Store is the place to be.

Dealership & Branding Design In house facility design services available to help you design your JCB facility for the best customer experience.

Dealer Profitability Dealer Composite

DID YOU KNOW?



1945

Founded in a small garage in Uttoxeter, England

1964

1st machine sold in North America

1st North American factory built in 2001 in Savannah, GA employing 1,000 people & building skid steer loaders, compact tracked loaders, compact telescopic handlers & a unique backhoe loader for the US military.



North America is the world's largest market for construction equipment with over 300,000 units sold every year



JCB DIESELMAX-
350+mph
Diesel land speed record

JCB GT
150+mph
World's fastest backhoe



Provider of
U.S. MILITARY
Backhoes & Telehandlers

WORLD MARKET SHARE
LEADER



Backhoe
Loader
50%



Telehandler
35+%

INVENTED



Backhoe
Loader
1953



Telehandler
1977



Teleskid
2017



JOIN OUR TEAM

Our global dealer network is made up of carefully chosen individuals who share JCB's brand values, mission and vision. We are constantly seeking local dealers who emphasize the approach of local partners serving local customers whilst promoting a one-stop-shop approach. If you're interested in joining forces with JCB, let's get started.

1 Consider these requirements before you fill out a new dealer inquiry form:

Minimum capital and financial capacity
– Provide 3yrs personal and business financials

Location and Facility (Min. 6,000 sq ft – exact size determined by market)

Dealership Experience and Management (Min 7 yrs)

Ability to produce a Business plan covering: Facilities, Branding, Marketing, Sales & Service

2 Fill Out a new dealer inquiry form at www.jcbna.com. After reviewing your inquiry, a member of JCB's Dealer Development team will contact you.

3 Complete the new dealer application

4 Submit your application for review



For more information on becoming a part of the JCB family of dealers, visit www.jcbna.com



**BECOME
A DEALER**



f/JCBNA @JCBNA JCBNA www.jcb.com