



## PRESS RELEASE

### **Mr. Franck Adam is taking the position as Managing Director of Kverneland Group France, taking over from Mr. Patrick Verheecke who has the assignment as the Executive Vice President of the Group's Arable Systems Division.**

**November 2017, Klepp, Norway**

We are pleased to announce the appointment of **Mr. Franck Adam** to the position of Managing Director of Kverneland Group France, effective 6<sup>th</sup> November 2017. He will be taking over as the successor of Mr. Patrick Verheecke who has taken the assignment as Executive Vice President of the Group's Arable System Division.

Mr. Adam is coming from the position as head of Doosan Bobcat's European Key Account Management team.

After having started his career in Case Corporation in South Africa he has been holding several management positions within the Agricultural Machinery industry. During his 11 years in the Case and New Holland organizations he had key positions in the field of sales and marketing as well as distribution development. He has also been heading Sales for the Nordic region and in his last assignment in CNH he was the Marketing and Sales Director for New Holland in Germany.

After CNH Mr. Adam moved on to the Same Deutz-Fahr Group (SDF) to become the Sales & Marketing Director for Combine harvesters and telehandlers.

*Mr. Arild Gjerde, Executive Vice President, Sales & Marketing, is pleased that Mr. Adam has accepted to take on the position and assignment to continue Kverneland Group's branding, marketing, and distribution strategy in the French Market. He emphasizes the agreement with Mr. Adam to strongly focus on ensuring that we continue as a trusted and attractive partner for our dealers and the farming sector in France.*

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Kverneland Group is a leading international company developing, producing and distributing agricultural machinery and services. Strong focus on innovation allows us to provide a unique and broad product range with high quality. Kverneland Group offers an extensive package aimed at the professional farming community, covering the areas of soil preparation, seeding, forage and bale equipment, spreading, spraying and electronic solutions for agricultural tractors and machinery. For more information on Kverneland Group visit [www.kvernelandgroup.com](http://www.kvernelandgroup.com)



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