

PRESS RELEASE

Mr. Niels Veltmann appointed as Managing Director of Kverneland Group Deutschland



September 2018, Klepp, Norway

We are pleased to announce the appointment of **Mr. Niels Veltmann (50)** to the position of Managing Director of Kverneland Group Deutschland in Soest, effective 1 October 2018.

Mr. Veltmann is coming from Lemken and will take over from Martin Nordhaus who had a dual responsibility for the last half year. Growing up in a farming environment Mr. Veltmann was professionally trained as farmer and he additionally holds a university degree in Agricultural Engineering. After having started in land fertilization consultancy he started working for Dameco GmbH active in grain and compound fodder technology. After Dameco he joined E.L.F.-Hallen- und Maschinenbau GmbH as Area Sales Manager in the sales of steel sheds via agricultural machinery dealers to farmers in Germany. In 2006 Mr. Veltmann joined Claas Group and was appointed as Regional Sales Manager West (Southwest Lower Saxony, North Rhine-Westphalia, Hesse and Saarland), with responsibility of the sales of the entire Claas product range for harvesting technology and tractors via the agricultural machinery dealers. In 2010 he joined the implement manufacturer Lemken GmbH where he has held different sales management positions and his last position was as Export Manager for UK/Ireland, China, Japan, Iran and Middle East.

Mr. Arild Gjerde, Executive Vice President, Sales & Marketing of Kverneland states:

"I am very pleased that Niels Veltmann has accepted to take on this position and the assignment to continue and expand Kverneland Group's branding, marketing, and distribution strategy in the important German and Austrian markets. With Niels on board, we have a professional leader that brings extensive product knowhow as well as international experience and knowledge of the German Market. We also have the joint



understanding and commitment to continue the strong focus on being a trusted and attractive partner for our dealers and the farming sector in Germany.”

Kverneland Group Deutschland is the Sales entity within Kverneland Group that is responsible to coordinate all sales, marketing and distribution activities within the geographical region of Germany and Austria. The team consists of approximate 80 employees in the area of sales, marketing, services and administration, located in Soest (North Rhine-Westphalia). They are promoting and supporting implement systems and solutions under the Kverneland-, Vicon- and Kubota brands.

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

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