

PRESS RELEASE

Kverneland Group Les Landes - Genusson Expands to lead in Cultivation and Mechanical weeding

17th of January 2025, Les Landes-Genusson, France

Kverneland Group Les Landes-Genusson (hereafter KVG LLG) in France (Vendée region) announces a major expansion to strengthen its position in cultivation and mechanical weeding solutions. This strategic investment, driven by increased global demand, will double production capacity for both Kubota and Kverneland implements, introduce larger machinery like the XL compact disc harrow, and support the growing need for sustainable mechanical weeding solutions.



Kverneland Group Les Landes-Genusson

“This expansion underscores our commitment to innovation and sustainability,” says Guillaume Hulin, Managing Director, Kverneland Group Les Landes-Genusson. “By increasing capacity and modernizing operations, we’re ensuring KVG LLG continues to provide efficient and environmentally responsible solutions to farmers worldwide.”

Commitment to Sustainability

KVG LLG's expansion reflects a strong focus on environmental responsibility. By leveraging various systems, the project emphasizes sustainable practices, energy-efficient processes, and safety standards that align with global environmental goals.

Key Upgrades

- Land Acquisition: An additional 17,605 m² of land has been acquired in early December 2024, increasing the total factory area to 5.5 hectares.
- Facility Expansion: The building footprint will grow from 13,200 m² to 20,000 m², providing expanded technical centers for welding, painting, assembly, and R&D prototype development. 2 solar power plants will be implemented on the building roof and on car park shed for a total of 770 kWp.
- R&D Advancements: The R&D prototype workshop will increase from 645 m² to 1,000 m², fostering innovation, supported by new R&D offices.
- Modernized Equipment: Investments in welding and painting robots, along with automated guided vehicles (AGVs), will streamline operations.
- Logistics Improvements: Shipment capacity, including container handling, will double, supported by reorganized logistics offices and new storage facilities.
- Enhanced Traffic Flow: A one-way traffic system for trucks will optimize operational efficiency, avoid truck traffic inside the factory and the Les Landes-Genusson center.
- Employee Amenities: Solar panel parking facilities and state-of-the-art work environment

This expansion which is set to be completed by mid-2026 ensures Kverneland Group Les Landes-Genusson remains a trusted partner for innovative agricultural solutions.

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Kverneland Group is a leading international company developing, producing and distributing agricultural implements, electronic solutions and digital services. Productivity, efficiency, and sustainability are three important principles in today's agriculture, driving us every day to continuously develop our Agricultural Implement Technology. Kverneland Group offers an innovative range of soil and seeding equipment, forage and bale equipment, spreading, spraying, electronic solutions and digital farm services for agricultural tractors and implements. For more information on Kverneland Group, visit www.kvernelandgroup.com

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[Kverneland Les Lande Genusson Future 3D 1](#)



[Kverneland Les Lande Genusson Full view](#)



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