
AFGRI
EQUIPMENT
COMPANY
PROFILE


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MICHELIN
XLDD2

CONTENTS

04 ABOUT AFGRI EQUIPEMNT

06 BRANCHES OVERVIEW

08 OUR VALUES

10 DIVISIONS PRODUCTS

12 CORE CUSTOMER GROUPS



AFGRI EQUIPMENT

YOUR PARTNER IN AGRICULTURE, CONSTRUCTION, AND BEYOND



For over six decades, AFGRI Equipment has been a trusted provider of agricultural machinery and support services. As a **John Deere dealer since 1963**, we've built a reputation for **quality, reliability, and exceptional customer care.**

Our commitment to serving our clients has driven significant growth.

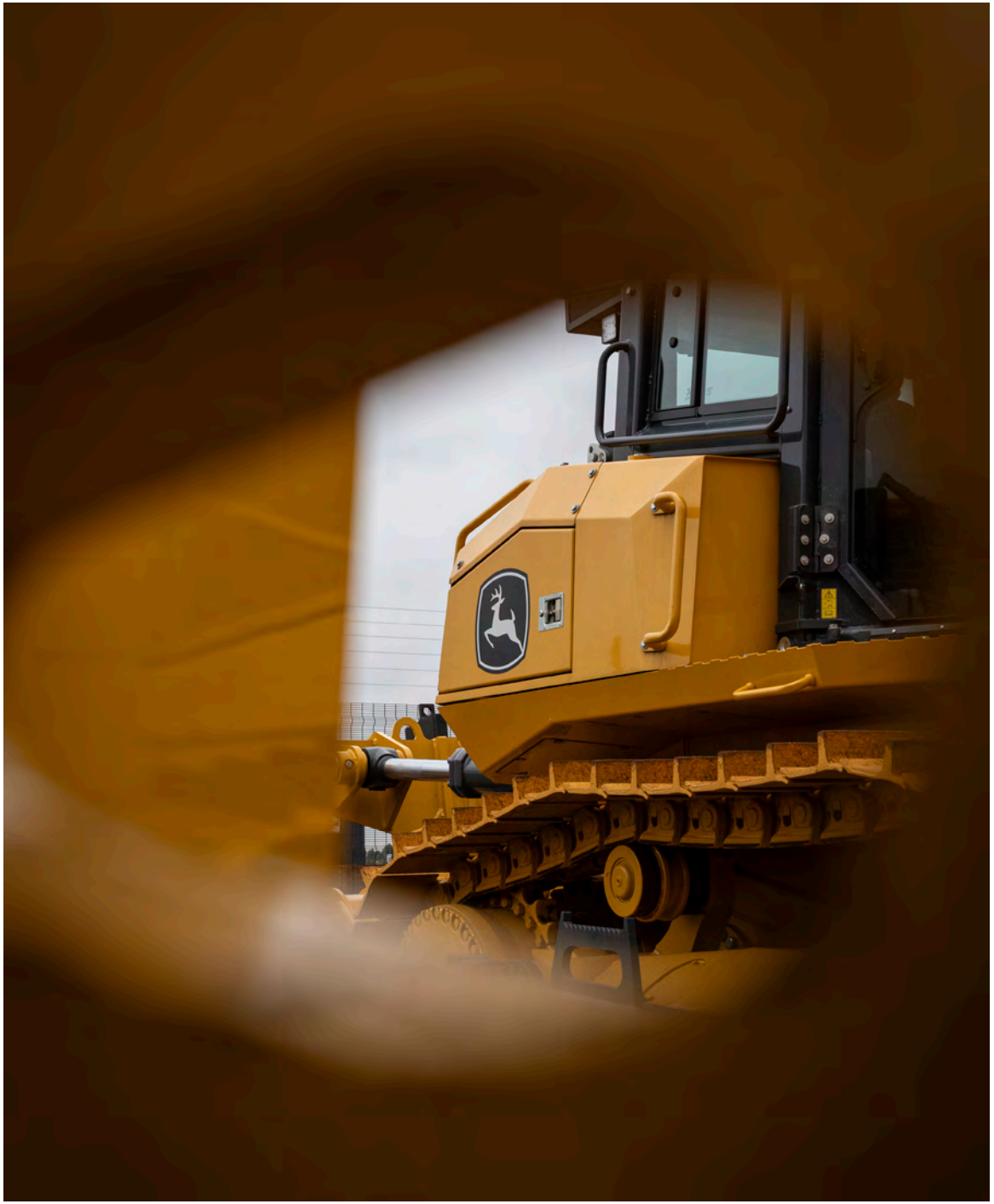
Since **2004,** we've operated as a single franchise operator, allowing us to focus on delivering specialized expertise. Recognizing the need to reach more customers, we've strategically expanded our geographic presence, establishing operations in **Limpopo, Western Cape, and KwaZulu-Natal.**

Our reach extends beyond South Africa. In 2004, we established a presence in **Western Australia**, and further expanded our operations there beginning in 2014.

AFGRI Equipment is continually evolving to meet the changing needs of our customers. In **2019** and **2021,** we broadened our product categories to include **construction, forestry, and mining equipment.** Most recently, in **2024,** we added **Club Car** to our portfolio.

And in **2025**, we welcomed **Mascor** to the AFGRI Equipment team, further strengthening our capabilities and commitment to providing comprehensive solutions.

AFGRI Equipment: Your trusted partner, delivering solutions for agriculture, construction, forestry, mining, and recreational needs.



AFGRI Equipment is a mechanised equipment supplier tailored to meet customers' needs throughout **56 branches** in **South Africa, Kenya, Uganda, Botswana, Zimbabwe, Namibia** and **19 branches** in **Western Australia.**



South Africa
44 Outlets

Botswana
2 Outlets

Namiba
2 Outlet (C&F)

Kenya
6 Outlets

Uganda
1 Outlets

Western Australia
19 Outlets

OUR VALUES



Our Vision

Is to be the market leader in our field with a strong and reputable brand

Our Mission

Is to be the preferred supplier of premium equipment, services and solutions

Our Values

Integrity, Service Excellence, Teamwork, Accountability and Passion



KEY FOCUS AREAS

Growth

In geographies and equipment lines.

Personnel Development

For a highly specialised and skilled workforce aligned with changing equipment demands and drive transformation targets.

Efficiency

To reduce cost and take advantage of economies of scale.

Innovation

To ensure that we are leaders, with the latest technology trends in our sector.

Standardised processes

“to deliver a consistent exceptional experience to our customers.



AFGRI Equipment is a **supplier of mechanised equipment** tailored to meet needs in the **agricultural, forestry and construction** sectors through the largest single **John Deere** franchise in the Southern hemisphere.

We are able to support you with **mobile servicing** and **maintenance workshops**, ensuring effortless management of your fleet. Workshops are manned by highly qualified personnel, accredited by John Deere.

DIVISIONS PRODUCTS



Agriculture

- Tractors
- Combine harvesters
- Planters
- Balers
- Sprayers
- Mowers
- Spreaders
- Loaders
- Augers
- GPS-based precision agricultural equipment



Construction

- Wheel Loaders
- Backhoes
- Excavators
- Motor Graders
- Skid Steer
- ADT's
- Dozers
- Wacker Neuson Construction Equipment



Forestry

- Skidders
- Knuckle Boom Loaders
- Tracked/Wheeled Harvester
- Forwarders
- Tracked Feller Buncher



Golf and Turf

- Mowers
- Gators
- Golf Carts

In addition to the **John Deere** franchise, we also **stock and supply** other franchises including **Wacker Neuson, Falcon, Lemken, RovicLeers, Gregoire, and Equalizer,** to name a few.

We pride ourselves on **excellent after-sales service**. Our **modern workshop** facilities and **highly trained technicians** are well equipped to **repair and service all equipment** we sell. As an added convenience, we operate a vast fleet of mobile service vehicles, offering **on-site service** to repair equipment.





AFGRI has **highly trained** and **motivated service personnel**. To ensure uninterrupted service through generations, we have a **well-developed apprentice training programme**.

No machine can function without a **reliable supply** of **spare parts**, we strive to make **parts as accessible as possible**.

Core Customer Groups

- Commercial Farming
- Mining
- Corporate Farming
- Contractors – Plant hire
- Construction and Aggregates
- Golf Courses
- Small Scale Farmers
- Government
- Emerging farmers

Services

- Aftermarket Support
- Fleet Management
- Finance Solutions
- Trade In & Used Equipment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