

**Case study: De Vor Brandes, The Netherlands**



# Time to adapt

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## **Challenge**

To invest in a high-spec demonstration machine, fully configured to meet customers' needs and local environmental regulations, in order to boost sales of a popular Hitachi wheeled excavator.

## **Solution**

An extended payment terms finance product from Mitsubishi HC Capital Europe (formerly Hitachi Capital European Vendor Solutions B.V.) gave Dutch dealer De Vor Brandes & Co BV additional time to modify the Hitachi machine, then offer it to multiple customers for demonstration purposes, and arrange a sale before paying for it.

## **Result**

The dealer was able to effectively demonstrate the machine's full capabilities to multiple customers, then sold the machine six months after delivery. The customer who purchased the ZX140W-6 also used a lease facility from Mitsubishi HC Capital Europe.

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## Understanding the needs of the business



“The ETF solution was easy to apply and has many benefits.”

Rene Doornenbal, Sales Manager,  
De Vor Brandes

### Background

Founded in 1948, De Vor Brandes & Co BV initially specialised in the sales and repair of agricultural and milking machinery in The Netherlands. Today, it continues to serve the agricultural industry as an authorised dealer for tractors and other agricultural equipment, but it has also added construction machinery to its portfolio. It is an official dealer for Hitachi Construction Machinery (Europe) NV (HCME), supplying its compact models, medium crawlers (up to 25 tonnes) and wheeled excavators to the surrounding agricultural businesses.

The company has 30 employees working at two sites, centrally located in Werkhoven and Renswoude, serving the local areas. Both branches have a sales department, parts warehouse, experienced technicians and service vehicles to provide customer assistance on site if required.

### Business challenges

Sales Manager Rene Doornenbal noticed that the 14-tonne Hitachi ZX140W-6 was the most popular excavator among his customers. In the past, the dealer used to hire demonstration machines from HCME to offer to customers, but none were configured with any of the options that they commonly required, nor adapted to meet local PFAS/nitrate regulations in The Netherlands. So the demonstration models did not offer a fair comparison against other brands.

De Vor Brandes, therefore, decided to invest in its own demonstration model that could

be fitted with optional extras, such as a tilt rotator, extra LED lights, more commonly used tyres and plastic mudguards. It could then effectively demonstrate the machine's capabilities to satisfy potential customers' requirements and further increase sales. This investment showed the dealer's true commitment to fully meet the needs of its customers.

De Vor Brandes chose to pre-finance the sales process, otherwise it would have had to pay HCME for the wheeled excavator just after delivery. It also had to order the additional accessories, and fit these to the machine at its workshop in Renswoude, which takes approximately 40 working days.

### The solution

Mitsubishi HC Capital Europe proposed its Extended Terms Finance (ETF) product to give De Vor Brandes the necessary time to configure the machine, then offer it to prospective customers to create sufficient interest to generate a sale, before the payment was due to Mitsubishi HC Capital Europe.

As a customer of Mitsubishi HC Capital Europe since 2018, Rene had previously discussed the ETF product with Mitsubishi HC Capital Europe's Sales Manager Hoaviet Dang, but hadn't had an opportunity to take advantage of it until now. ETF Product Specialist Thomas Van Wijhe was then introduced to Rene and structured the ETF solution to suit De Vor Brandes. “The ETF solution was easy to apply and has many

benefits,” says Rene. “Both Hoaviet and Thomas clearly explained up front how the ETF product worked, what the simple administration process was, and the payment terms.”

### The result

“It has been a successful initiative for us. We were able to demonstrate the machine's full capabilities to multiple customers, one of whom decided to buy this machine using a lease agreement provided by Mitsubishi HC Capital Europe.”

As well as adding value to De Vor Brandes' proposition in this way, Mitsubishi HC Capital Europe continues to support the dealer, which is participating in the low-rate finance scheme currently available for mini excavators. “This helps our customers to bring forward their buying decisions,” adds Rene. “Hoaviet also recently supplied a lease calculation tool, which assists me in offering finance options quickly to our customers.”

