

Case study: Probst Maveg, Switzerland

Flexibility to find unique solutions

Challenge

To finance the purchase of a new excavator while preserving cash flow for the customer.

Solution

Through its local funding partner, BNP Leasing Solutions, Mitsubishi HC Capital Europe (formerly Hitachi Capital European Vendor Solutions B.V.) was able to offer a unique solution to the customer that enabled them to pay a reduced rate for the first two years.

Result

Mitsubishi HC Capital Europe provides a flexible alternative to the standard hire purchase agreement, enabling the sale to be completed by authorised Hitachi Construction Machinery (Europe) NV dealer, Probst Maveg.



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Understanding the needs of the business

**PROBST
MAVEG**

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Background

Probst Maveg has been Switzerland's authorised dealer for Hitachi Construction Machinery (Europe) NV (HCME) for more than 35 years. The company serves the French-, German- and Italian-speaking parts of the country from its offices in Crissier (headquarters), Lyss (largest branch), Embrach and Osogna. Its customers specialise in road and general construction activities, and range from small independent contractors to large national companies.

Business challenges

One of Probst Maveg's customers urgently needed to acquire a new Hitachi ZX225-6 excavator but was unable to commit to a standard hire purchase agreement due to cash flow considerations. The machine was needed for January, but the customer had less work at that time of year due to seasonal demand. In addition, the customer already had existing leases for other equipment.

The solution

Probst Maveg introduced the customer to BNP Leasing Solutions, a funding partner of Mitsubishi HC Capital Europe. Their partnership allows Mitsubishi HC Capital Europe to support customers and dealers of Hitachi construction machinery with

finance in countries where it does not have registered offices.

After considering the customer's situation, BNP offered a variation to the standard finance agreement. This tailored payment structure enabled the customer to pay a reduced rate for the first 24 months, while they continued with their existing finance commitments. When those ended, the payment amount would then increase thereafter.

This was the first time such a solution had been used in Switzerland. The successful collaboration between Probst Maveg and BNP to identify the specific requirements of the customer was key to its proposal. BNP Area Manager Rufat Arifi took the time to call the customer to understand their needs. “In Switzerland, your first offer must be your best. If not, the customer will go elsewhere,” he says.

The result

Probst Maveg has worked with BNP and Mitsubishi HC Capital Europe since 2018 and believes the flexibility it offers is vital for customers in need of specialist finance solutions. Probst Group CFO Thomas Burillo says: “There is a flexibility with Mitsubishi HC Capital Europe, with residual values and seasonal payments for example,

that other leasing companies cannot offer. If we need flexibility, then Mitsubishi HC Capital Europe will provide the right product. In this case, the sale would not have happened without it.”

Although this product was unique in Switzerland, it is available in many other countries in which Mitsubishi HC Capital Europe works together with BNP. And the ability to provide flexibility for customers can help to ensure loyalty and generate future sales. Rufat commented: “I'm 100% sure that if the customer needs more construction machinery, he will definitely come back to Hitachi due to the finance programme.”

