

Case study: Moviter, Portugal



Close cooperation reaps rewards

Challenge

To finance a Portuguese rental company's investment in a new fleet of Hitachi construction machinery and assist with the sale of 60 existing units.

Solution

Mitsubishi HC Capital Europe (formerly Hitachi Capital European Vendor Solutions B.V.) brings together different parties, draws on its industry expertise and professional can-do approach, to create a strong specialist financial solution.

Result

Moviter secured the largest order of its kind in recent years, strengthened relationships with customer Machrent and increased overall market share in Portugal.

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Understanding the needs of the business



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Rui Faustino, Moviter Sales Director

Background

Moviter is Portugal's authorised dealer for Hitachi Construction Machinery (Europe) NV (HCME) and was established in 1989. Based in Leiria, it specialises in the sale and rental of construction and mining machines, as well as agricultural equipment. Its customer base includes construction contractors for infrastructure and urban regeneration projects.

Business challenges

Since the financial crisis of 2008, Portugal's construction industry had experienced little growth. In 2016, plant hire company Machrent had recently ended a long-standing agreement with another equipment brand and was considering a significant investment in a fleet of 24 new excavators. This represented the largest order of its kind in Portugal in recent years.

To secure the deal, Moviter faced tough competition. Structuring and providing a mutually beneficial financing package would be crucial, as would arranging the re-sale of Machrent's existing fleet.

The solution

Moviter's close relationship with Mitsubishi HC Capital Europe meant that they were able to work together to prepare a strong finance offer for Machrent. This allowed Machrent to make such a large-scale

investment (worth approximately €1.4m) to help expand its business and customer base.

The proposed deal with Machrent was complex but Mitsubishi HC Capital Europe was able to negotiate with all the different parties involved, including BNP Paribas Leasing Solutions and HCME, to create a winning offer. “HCME and Mitsubishi HC Capital Europe were very supportive in helping us offer a bespoke finance solution for our customer, Machrent,” says Moviter Sales Director Rui Faustino. “This was a complex, first-time deal with Machrent but Mitsubishi HC Capital Europe was able to accommodate all the requests from day one.”

“These included conditions that facilitated credit approval, such as fitting GPS trackers to the machines, annual inspections and setting residual values. With its experience in understanding the requirements of many parties, Mitsubishi HC Capital Europe delivered a successful outcome for all.”

The result

The combination of dealer, manufacturer and finance company was instrumental in helping Moviter win this competitive tender with Machrent. After the initial delivery of 24 Hitachi mini and medium-sized excavators (two ZX17U-5s, nine ZX26U-5s,

three ZX33U-5s, five ZX55U-5s and five ZX85USB-5s), it has since supplied more than 80 Hitachi machines to the company.

Moviter and HCME have also both enjoyed further sales and growth. “Moviter has now become one of the market leaders in Portugal for construction machinery,” adds Rui. “The distinctive machines have been seen all over the country – especially in the south – which has in turn benefited Moviter's results in this area.”

Mitsubishi HC Capital Europe continues to work closely with Moviter to track the assets and performance of Machrent's Hitachi fleet, and the relationship between all parties continues to go from strength to strength.

