



Jack Wyatt is photographed presenting Danish Agro Maskiner's trophy to top Sales and Product Manager Michael Christensen.

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British Agricultural Equipment Leader Spearhead Machinery Names Danish Agro Maskiner '2024 Dealer

Leading British agricultural equipment manufacturer Spearhead Machinery has awarded Danish Agro Maskiner with its '2024 Dealer of the Year' award.

Danish Agro Maskiner put in a stellar performance during 2024 as they came second in the annual salesperson competition which is open to all approved Spearhead dealers and distributors. The salesmanship of Danish Agro Maskiner was second only to a British based dealership.

Machinery sales were particularly strong in the flagship Rotary Mower category and also Flail Mowers, with increased market share of other Spearhead lines of Reach arm and Amenity mowers.

Spearhead sales to the military

Spearhead's name itself comes from its heritage in supplying military grade equipment to the European armed forces, and this was a key factor in Danish Agro Maskiner being able to

secure the military tender in Denmark. Spearhead worked closely with Danish Agro Maskiner to demonstrate the ultra-hardy specifications of the army machines that perform in the toughest environments and can tackle everything – even minor blast impacts.

A winning commitment to customers

Spearhead nominates a Dealer of the Year annually taking into account Sales growth, but also arguably the most important job of any dealer which is the extended support of the range.

Winners need to demonstrate exceptional customer service, after-sales support, warranty cover and supply of genuine spare parts. The commitment to customers throughout is key to winning.

“The team at Danish Agro Maskiner really went the extra mile in 2024 with their incredible proactive approach and we couldn't be prouder” said Jack Wyatt, Director of Sales and Marketing at Spearhead. *“Michael and all of the team at Danish Agro have worked their socks off and this award is thoroughly deserved”* he added.

Danish Agro Maskiner and Spearhead teamwork

Michael Christensen, Sales and Product Manager: “Pushing the sales of the Twiga reach arm range has been a highlight of the year. Especially with the new Twiga Pro VFRT72 with PROPILOT controls. It really shows what is possible when we all work together.”

Danish Agro Maskiner MD, Michael Husfeldt: “2025 presents challenges for the Danish Agricultural sector which means we will go into the year with even more determination and focus to grow the brand into other sectors. The super hard-wearing quality of Spearhead products is a key factor for cost

conscious customers who want longevity and machines working 100% of the time with the support to match“.

Danish Agro Maskiner has recently taken delivery of the brand new Stubble Master 730 model and super versatile Twiga Compact reach arms with next-generation attachments.

Spearhead Machinery Ltd.

Since 1988, Spearhead Machinery has designed and manufactured a wide range of equipment to make large-scale mowing and mulching more efficient. Ideal for agriculture, amenity land, airfields and military sites, Spearhead equipment makes large-scale vegetation management easier. In recent years, Spearhead’s range has been developed to include tools for harvest-based support. The latest mulching technology now makes crop stubble management more productive for many customers. Output is higher whilst the environmental benefits are significant.

Kontaktpersoner



Michael Christensen

Salgs- og produktchef
AGRIFAC, FLIEGL og SPEARHEAD
mich@da-machinery.dk
+45 2844 0979