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Vermeer Mid Atlantic Announces Acquisition of Vermeer Northeast Combined dealership group to rebrand as Vermeer All Roads



Annapolis Junction, MD, August 19, 2019 – Vermeer Mid Atlantic, an All Roads company, continues its expansion into the industrial equipment industry with the acquisition of Vermeer Northeast, a Pinnacle Award-winning dealer partner of Vermeer Corporation with locations in New York, Massachusetts, and Connecticut. The addition of the three locations makes the combined entity one of the largest Vermeer dealer partners in the country with 15 locations covering a service area that includes South Carolina, North Carolina, Virginia, Maryland, Delaware, Pennsylvania, West Virginia, Ohio, New York, Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, and Maine.

“Vermeer Mid Atlantic’s demonstrated market leadership is greatly enhanced by the addition of Vermeer Northeast,” said Mark Boyle, President of Vermeer Mid Atlantic. “Vermeer Northeast is a highly talented team with deep expertise and a passion for delivering results to its first-rate customer base. We look forward to delivering exceptional service and building on the success the Vermeer Northeast team has established in the market over the last 50+ years.”

In conjunction with the acquisition and as a reflection of the changing geographic footprint of the organization, Vermeer Mid Atlantic and Vermeer Northeast will adopt a new brand name – Vermeer All Roads. This change aligns the company’s branding to better represent the markets it serves, which now span the Mid-Atlantic, Northeast, and Ohio Valley.

“We have great respect for and pride in our heritage and our brands which have been the foundation of our organization, including Vermeer Mid Atlantic, Vermeer Sales and Service Inc, and Vermeer Northeast,” added Boyle. “We are excited about this new chapter and the opportunity to further expand our regional footprint under the Vermeer All Roads brand.”

Vermeer All Roads plans to invest in additional expansion locations, on-the-road service trucks, and customer service representatives in the Northeast to drive growth and better serve its customers in core industries including underground construction, surface mining, utility installation, tree care, equipment rentals, landscaping, and organic recycling.

About Vermeer All Roads

Vermeer All Roads – a dealership group with 15 locations serving the Mid-Atlantic, Northeast and Ohio Valley markets – is a full-service, Pinnacle Award-winning equipment dealer that specializes in selling, leasing, training and servicing Vermeer Navigator® horizontal directional drilling machines, equipment for utility installation, tree care, organic recycling and wood waste processing. Equipped to Do More.®, the extensive product line, pre-owned inventory, expansive parts catalog and professional staff have made Vermeer All Roads a top-performer in the Vermeer Corporation dealer partner network. Visit VermeerAllRoads.com for more information.

About Vermeer Corporation

Vermeer delivers a real impact in a progressing world through the manufacture of high-quality agricultural, underground construction, surface mining, tree care and environmental equipment. With a reputation for durability and reliability, that equipment is backed by localized customer service and support provided by independent dealers around the world. To learn more about Vermeer, products, the dealer network and financing options, visit Vermeer.com.

About All Roads

Headquartered in Baltimore, MD, All Roads represents one of the largest privately held, multi-channel retail and commercial services enterprises spanning over 30 locations in the Mid-Atlantic, Northeast and Ohio Valley. The company employs over 700 people and maintains 16 brands through its four operating divisions: Vermeer All Roads, Kenworth Mid Atlantic, Norris Automotive Group, and the Norris Commercial Division.