



FOR IMMEDIATE RELEASE

CRYSTAL TRACTOR SUPERCENTERS OF FLORIDA JOIN TAKEUCHI'S DEALER NETWORK

Atlanta, GA (Dec. 22, 2020): Takeuchi-US, an innovative global leader in compact equipment, has expanded its North American dealer network with three Crystal Tractor Supercenter locations in Chiefland, Spring Hill and Ocala, Fla. These locations will now carry the full line of Takeuchi excavators, compact track loaders and wheel loaders. They will also provide equipment rentals, replacement parts and serve as authorized Takeuchi equipment repair centers for customers throughout a six-county region in West Central Florida.

Owned by father-son team Steve and Justin Lamb, Crystal Tractor Supercenters are part of Crystal Motorsports, LLC, a subsidiary of Crystal Motor Car Company headquartered in Homosassa, Fla. Steve Lamb founded the company as an automobile franchise back in 1984, and since then, it has expanded to include other automobile, heavy equipment and motorcycle dealerships.

"We're very pleased to join Takeuchi's growing dealer family," said Steve Lamb, president of Crystal Motor Car Company. "For more than 35 years, we've worked hard to earn the respect and trust of our customers here in Florida. Now, we'll be taking what we've learned over time and applying it to Takeuchi's exceptional equipment. We look forward to helping our current and future customers learn how much more productive they can be with Takeuchi machines."

All three of the Crystal Tractor Supercenters will utilize both inside and outside salespeople to support the Takeuchi product line. These individuals will attend a special Takeuchi sales training event, and individuals from each location will attend Takeuchi's Corporate Sales School, tentatively scheduled for 2021. Each location will have Takeuchi factory trained service personnel.

"With a reputation for outstanding equipment sales and service, the owners and staff at Crystal Tractor Supercenters are well positioned to help us increase our market share in Florida," said Henry Lawson, director of sales for Takeuchi-US. "We look forward to working with everyone at Crystal Tractor Supercenters and supporting their efforts as they encourage more Floridians to discover the Takeuchi difference."

For more information on Takeuchi dealers, visit the [Takeuchi dealer page](#). For more information on Takeuchi track loaders, excavators and wheel loaders, visit www.takeuchi-us.com. Follow Takeuchi on [Facebook](#) or on Twitter [@TakeuchiMFG](#).

About Takeuchi

Takeuchi is an ISO 9001 certified manufacturer of an extensive line of compact track loaders, compact excavators, compact wheel loaders, and skid steer loaders. Founded in 1963, Takeuchi was the first company to introduce the compact excavator to North America, setting the stage for one of the highest growth product segments ever introduced in the compact equipment market. The compact excavator has become a main line product for both rental and construction/utility companies. Takeuchi continued to lead the compact construction industry with the introduction of the first compact track loader to North America.

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