



UPDATE, NUMBER 10
2023

UNITEDSEATS

Off road seating manufacturer

WELCOME TO 2023

The year 2022 proved to have many happy milestones for UnitedSeats: a very successful International Dealer Conference, great Bauma and SIMA shows and many nice new OEM stories.

Going into 2023 we already can see a packed show calendar from our dealer network. We also are pleased to announce the arrival of our range of the Rancher Pro and Highlander Pro, these deluxe air seats are already in stock!

Also, for the Spring we will have the new Low Sip MG35 available and through the year other new products are in the pipeline. In this edition you will find a nice variety of stories from UnitedSeats.

Enjoy your read!
The UnitedSeats team



DEALER EVENTS (APRIL)

APRIL 13-15 Carlat at the Pavasaris Agricultural Show in Latvia

DEALER EVENTS (JUNE)

JUNE 9TH Independent Agri Parts | Open day

JUNE 13-14 TEK Seating/CAPITAL SEATING at the CEREALS '23

JUNE 13-15 HTS Spares at Plantworx '23 (Peterborough)
TEK Seating at Plantworx '23 (Peterborough)

JUNE 22-24 Azur Siège France at the EUROFOREST '23

JUNE 22-25 Thomas Scott Seating at the Royal Highland Show '23

DEALER EVENTS (JULY)

JULY 19 Independent Agri Parts at the Driffield Show

JULY 24 Carpenter Goodwin at the Royal Welsh Show '23

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NEW UNITEDSEATS DEALER IN FRANCE, AZUR SIÈGE

250,000 CS85/C1'S SOLD!

Unitedseats have sold over 250,000 CS85/C1 seats. To commemorate the occasion, we had the 250,000th seat covered in the Regain Fabric and it was shown at the Bauma and Sima shows. With its mechanical suspension, three stage height adjustment and lumbar support, the ever popular CS85/C1's adaptability to be fitted into different vehicles is its main reason for its success in the market.

Options are plentiful with fabric versions in black or retro brown, PVC versions, turntables, back rest extensions, and heating, it really is the seat for all occasions.



CS85/C1 with regain fabric

NEW MGV35 LOW SIP COMING TO THE AFTERMARKET



UnitedSeats is pleased to announce that the ever popular MGV35 will have a new low SIP version coming to the aftermarket this summer.

The low SIP version will be key for older site dumpers in the aftermarket with a SIP point of 210 mm +/- 5 mm, 15 mm lower than the standard but still offering the same comfort and durability.

Along with the older site dumpers, this is a great option for forklift trucks, mini-excavators, compact wheel loaders and small industrial vehicles.

The MGV35 low SIP will come with single locking slide rails at 328 mm centres, a short handled weight adjuster, ELR orange switched seat belt and NO/NC delta switch as standard. The article number will be: US.103285.

BENEFITS

- Meets the EM1, ISO 6683 & ISO 5353 standards
- Available for UnitedSeats dealers to pre-order
- The base of the seat is lower. A lower SIP means you have a lower seat point than average
- Better sitting posture (ergonomically better sitting)
- Better reach to the pedals of your machine (for example forklift machines)

SUMSERTECH INSTALLS RANCHER TO MASSEY



Our Spanish dealer, Sumsertech, have supplied our Rancher seat to one of their customers who has fitted it into a Massey Ferguson 7485.

The customer had the especially tricky task of navigating the original joystick control arm to fit with an aftermarket seat but with a few tweaks and adjustments, they have installed the Rancher to suit. It is another fantastic installation of our seat.

You can see more about this installation and many more, along with other posts about our products on their Instagram page @Unitedseatsspain.

LAMMA SHOW SHOW KICKS OFF 2023



The Lamma show 2023 took place on the 10th and 11th January at the NEC in Birmingham. It is the largest UK indoor agricultural event of the year and attended by farmers from all over the UK & Ireland.

UnitedSeats was represented by our two dealers, TEK Seating & Capital Seating. The UnitedSeats team assisted on the TEK Seating stand where they had our Highlander, Rancher (in Regain fabric), CS85/C1 in retro brown, CS85/H90 AR, US20, Mi600 in grey pvc and Mi600y in yellow pvc, W700 and T600.



LAMMA SHOW SHOW KICKS OFF 2023



The stand had a steady flow of visitors, all with a vast array of different requirements with the Rancher being particularly popular with users and the W700 for the retro market receiving a lot of interest. We also presented them with their Dealer recognition certificate for 2022 where they achieved Platinum status after a record year with UnitedSeats.

CAPITAL SEATING was also at the Lamma where their team, Stephen Swann, Joe Beale and Chris Buzard, had the Rancher, CS85/C1, CS85 H90 AR, MGV120/C7 Pro and they had the MGV120/C8 fitted to a turn table and covered in the Regain fabric to match their corporate colours. They happily received their recognition certificate after achieving Silver status for the second year running. Overall, it was a great start to 2023 and we thank them both for their hard work and wish them well with the sales from the show.



UNITEDSEATS FITTED TO NEW OEM ELECTRIC VEHICLES



During the Bauma 2022 (October, 2022), it was great to see our UnitedSeats seats fitted to new ranges of electric vehicles. Bergmann dumpers, based in Germany, revealed that all of their electric dumpers under 4 tonnes will be moving to electric and they showcased 7 new models in their electric range. We were happy to see our MGV35 C fitted onto their C802 electric dumper.

Kubota have fitted our MGV55 in their first electric articulated wheel loaders in their range. The RT210-2e is aiming for the agricultural market whilst the RT220-2e is ideal for construction thanks to its lifting capacity. Both vehicles are perfectly adapted to sites requiring low noise and no CO2 emissions.

We are proud to be involved in both sustainable projects and have our seats on their vehicles.



MGV35 FITTED TO ALTRAD BELLE DUMPER



TEK Seating have started the supply of our MGV35 to OEM, Altrad Belle, for their DX1000 HT 1 Tonne Dumper.

With many features, including a hydraulic 4 wheel drive system for increased traction, tight turning circle for reduced shunting, hi-viz access points and even a USB charging point, are at the forefront of this high tip dumper which has been awarded best in class.

Our MGV35 is an ever growing presence for dumpers and other vehicles at OEM level and it is nice that our dealers are recognising its quality and recommending it to OEM's.

We thank Mark and the rest of the team at TEK Seating for representing US and we wish them and Altrad Belle a successful relationship.



PRODUCT HIGHLIGHTED: RANCHER PRO

STANDARD FEATURES

- Air suspension
- Suspension travel 120 mm
- Weight adjustment 50 - 135 kg
- Height adjustment 80 mm stepless
- Fore/aft isolator
- Slide rail travel 210 mm
- Backrest adjustment
- Seat cushion depth & tilt adjustment
- Lumbar support
- Adjustable damper

STANDARD FEATURES

- Headrest & armrests
- Turn table 20°/ 20° swivel

OPTIONAL FEATURES

- PVC trim

ARTICLE NUMBER

US.200021



SKANDINAVISK DEKKIMPORT SHOWCASES UNITEDSEATS

Our Norwegian dealer, Skandinavisk Dekkimport attended the Fagdekkmesse show in Oslo, where they showcased the US20, the MGV120/C8 and MGV35, with the latter two including their company logo stitched onto the headrest.

They are Norway's largest supplier of industrial and construction tyres and this is their first event showcasing our seats. Petter and Rune said that the seats received a lot of attention from the visitors, with people testing them out and asking plenty of questions. We hope the show was a successful one for them and we thank them for representing UnitedSeats.



SUCCESSFUL SHOW AT SIMA, PARIS



We exhibited for the first time ever during November at France's premier Agricultural show.

Malik Lakhal, David Hale and André P. van der Hoeven showcased our Rancher Pro, Rancher Std. and Rancher Eco, Highlander, LGV120/C8, MGV55, MGV35, CS85/C1, LGV84/C1AR, Mi600, Mi560, Mi400 and our new MGV84/1050SM vineyard tractor seat on the stand.

They were assisted by representatives of our dealer network, Jimmy Gorocho and Kevin Dulac from Azur and Vincent Diasparra from BF Equipement.



Next door to our stand, cabin manufacturer Cabines Sarrazin, had our LGV64/C2 Pro in the single cabin example and our LGV64/C8 Pro in their double cabin designed for forestry vehicles.

With many visitors to the stand, including our dealers Rocco Pieces and Labarriere, our team were kept busy throughout the show. We thank Sarrazin and our partners for their assistance in a successful show promoting the UnitedSeats Brand.



INDEPENDENT AGRI PARTS ATTEND YAMS 2023



Independent Agri Parts, based in Filey, North Yorkshire, attended the Yorkshire Agricultural Machinery Show (YAMS) in York.

The family took over the business, originally based in Devon, last year and Steve, Jay, Paul, Archie and Sarah were all on hand to show case their products, including a freshly restored 1988 Case 1455XL tractor which they had been working hard on over the previous 5 weeks to really show their expertise when it comes to tractors.

They were supported on the stand by Liam & Michael from the UnitedSeats team where they handled the visitors enquiries for any seating requirements. There was a lot of interest in the CS85/C1, CS85/H90, LGV84/ C1 and the Rancher that were on show, with two of them being sold on the day.

They have been working very hard on building a customer base in the Yorkshire area and have been promoting our products via social media as below.

We are very much looking forward to working with them closely in the future and we thank them for their efforts.



CARPENTER GOODWIN AT THE ROYAL WELSH WINTER FAIR



The Royal Welsh Winter Fair was held in Builth Wells, Wales between 28th & 29th November 2022.

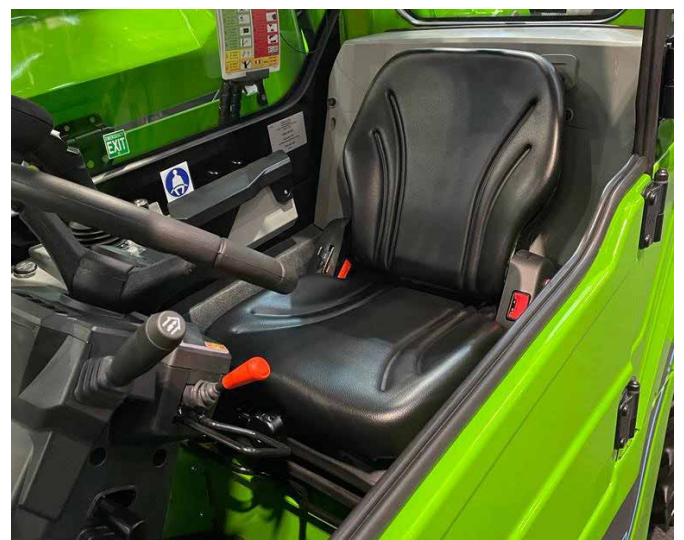
Matt, John and Richard from Carpenter Goodwin were assisted by Michael Hale and Liam Wood from the UnitedSeats team. They exhibited the Rancher, LGV90/C1, the CS85/C1 in retro brown and black upper, MGV84/C6, GS12 & US20 on the stand.

The cold weather did not deter the visitors to the popular show ground with a consistent flow of people throughout the day. We thank the team at Carpenter Goodwin for their promotion of our brand and wish them well with the sales from the fair.

MERLO FITTING MGV35 TO E WORKER TELEHANDLER

Whilst attending the Lamma 2023 show at the NEC, Birmingham, UnitedSeats visited the Merlo stand where they were showing their extensive range of telehandlers. It was great to see our MGV35 fitted to their electric E-Worker 25.5-90 (4 WD) telehandler.

The all electric telehandler has been designed to reduce emissions, noise levels, lower operator costs whilst offering more manoeuvrability in confined spaces such as stables and warehouses. Once again, this is showcasing the versatility of the MGV35 and we hope to see more of our seats in Merlo's range in the future.



NISSAN 25 FORKLIFT FITTED WITH MGV35



Our Norwegian dealer, Skandinavisk Dekk have supplied our MGV35 to their customer, Dekkteam Stickler, a tyre and rims specialist, to replace a seat on their Nissan 25 Forklift.

They created a mounting bracket to fit to the MGV35 to facilitate the existing wide armrest to and joystick controls. As ever, the MGV35, looks fantastic on the vehicle and it will be a welcome addition for the operator.

We thank Rune & Petter for the photographs and for representing UnitedSeats.

NEW UNITEDSEATS DEALER IN FRANCE, AZUR SIÈGE



Malik Lakhali and Karim M'Harthi of UnitedSeats recently welcomed Marc Capy and Jimmy Garoch of Azur Siège, to the UnitedSeats facilities in Zwijndrecht, the Netherlands. They had a tour of our show rooms and warehouse and they were shown our range of seats.

Azur Siège France is a seat specialist that provides a large variety of different seats for all types of vehicles and they are based in Salernes in the South-east of France.

We are excited to be working with them and look forward to our future partnership.



At UnitedSeats we are dedicated to providing a quality service from the initial quotation to final product delivery. Our commitment to service, knowledge and product availability has made us the preferred source for your seating needs.

WWW.UNITEDSEATS.COM

