



UNITEDSEATS

Off road seating manufacturer



LOOKING FORWARD TO 2024!

As we come to the end of 2023, the UnitedSeats team are very pleased with the progress made this year. Our Dealer Network has been in full flow representing the UnitedSeats brand, and the Mini Dealer Days at HQ have proved a great success.

At the Agritechnica Show in Hannover, UnitedSeats launched several new options in our Rancher & Highlander range as well as our all new MGV80 narrow suspension, all coming into stock in Spring 2024. It was great to see lots of customers and so many of our dealers visit the show, with a healthy presence of our seat models installed and on show by our OEM partners.

Our all-new Voyager truck and bus seat, will also be available soon with 4 new models and deluxe specifications. With so many new products on the horizon, as well as many more in the pipeline, 2024 promises to be exciting for the US team and the Dealer Network.

We would like to thank all of our dealers, customers and OEM partners for their continued support. We look forward to working closely with you all in 2024. We hope the momentum continues!



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NEW RANCHER & HIGHLANDER FEATURES

UnitedSeats have launched the new Rancher Elite and the Highlander Pro with front control at the Agritechnica Show.

This sample of Rancher Elite included several options that will be available in the future such as:

- APS – Auto Positioning System
- DDS – Dynamic Damping System
- 3 stage heating
- 3 stage klima
- Pneumatic lumbar support
- 180° turntable

The DDS system is a smart damping system that calculates the correct damping to absorb vibrations and shocks. The APS (Automatic Positioning System)

provides automatic driver weight adjustment, especially useful when several drivers use the same seat. Both systems contribute to create the optimal seating comfort. The Klima system has 3 settings for cooling, the same is for the heating control.

The Highlander Pro seat came with option of front control suspension and also featured the 3 stage heating.

All new Rancher Pro & Highlander Pro seats will also feature the new cut and sew trim in 2024, giving the popular models a refreshed look.

You can expect updates on specifications and pricing of both models in early 2024.



LAUNCH OFF FOR VOYAGER!

We are excited to announce the all new "Voyager" truck and bus seating range.

There are 4 all new models, the C60, features tilt mechanism, adjustable damper, automatic levelling, quick release valve and pneumatic 3 position lumbar support. The C70 adds features of seat cushion adjustment and a variable height adjustable seat belt. The deluxe versions of the seats, the C65 and C75 will feature all of the above with addition of climate heat and vent (24V).

All models are fitted with 3 point belts and have been tested and certified to UN No. 14R09/02 regulation, meeting the criteria for M3, buses over 5 tonnes with over 8 seats, and N3, commercial trucks. A right hand version will be available on the C70 & C75. Pricing is to be confirmed and initial deliveries will be expected in Q1 2024. It is sure to be a key product for the US brand and the dealer network going forward!



ALL NEW MGV80 MECHANICAL SUSPENSION

UnitedSeats have introduced our new small compact MGV80 suspension at the Agritechnica show. Featuring 80 mm suspension stroke, 60 mm stepless adjustment and 50 kg to 130 kg weight adjustment.

The new mechanical MGV80 suspension will be available with various seat uppers such as the C1, C5, Top35, Top55 and Mi600.

Targeted at small to medium agricultural vehicles, the narrow suspension with 120 mm mounting centres, will be a great alternative to the current small suspensions on the market.

First quantities are expected in early 2024.





SUCCESSFUL FRENCH DEALER DAYS

On the 25th-26th September we were very pleased to host a visit in Zwijndrecht from 3 of our most important French dealers. Azur France (Cotes d'Azur), BF Equipment (Grenoble area) and Rocco Pièces (Dunkirk) attended and took part in the conference led by Malik Lakhal, David Hale, and Karim M'Harthi.

Jimmy Goroch and Marc Capy (Azur) Vincent Diasparra (BF) Rock and Theo Santalone (Rocco) were able to view and comment on our range of seats and accessories were introduced to our new Voyager truck seats. These were very well received by the visitors.

Presentations were shown on our seats for the different sectors as well as our marketing guidelines. A facility tour and evening meals made the visit a very successful one from a business and social perspective.

The UnitedSeats France team can be seen with Evert Mallie (CEO) outside the EBLO Seating building with the French flag fluttering in the background.

A really nice visit and a big thanks goes to our French dealers for attending.



HOT CELEBRATES 100 YEARS ANNIVERSARY

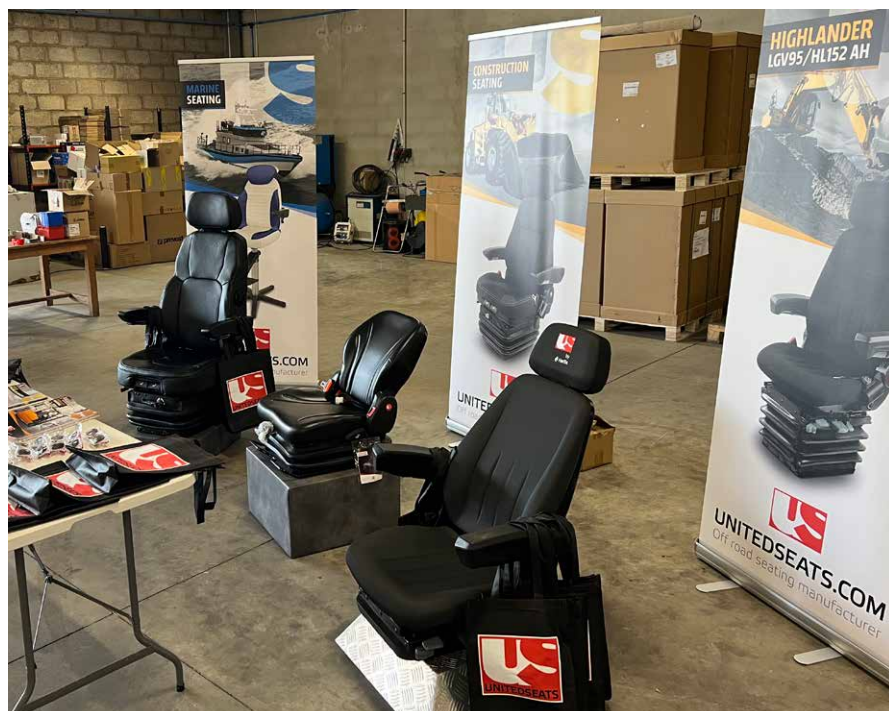
Our French dealer, HIOT, recently celebrated 100 years of business and held an open day at their shop in Rennes. The company are part of the Alliance Automotive Group and have a vast product range in spares and maintenance products for all types of vehicles.

The weather was warm and sunny so it was the perfect day to invite their customers to attend and peruse their suppliers products, who had set up their

individual displays and offered their expertise. UnitedSeats Malik Lakhali, pictured with HIOT's Cyrille Gadby, attended and we displayed our MG120/C8 Pro

in full leather trim, MG35 and Highlander seats. Malik spoke with the sales team of HIOT and they are very excited for the prospect of working with the UnitedSeats brand.

HIOT were very pleased with the open day and we look forward to developing our brand with them.



INSTALLATION IN JOHN DEERE FORESTRY FORWARDER

Carlat based in Latvia is one of our best installation experts. They are led by Maris Stekels who has worked with David Hale over the last six years.

During this time Maris and the Carlat team have done a great

job with the UnitedSeats brand. In particular they have achieved a wide range of installations and in some cases quite tricky ones. In this instance Carlat has achieved a successful installation of the LGV120/C8 Pro into a John Deere Forestry Forwarder (810 E).

The Forwarder controls have had to be mounted to the seat. Such machines have as complicated controls as military helicopters.



NAC BREDA PICK C7 FOR THEIR TEAM

Dutch football club, NAC Breda, who play in the Eerste Divisie in the Netherlands, have been supplied the UnitedSeats C7 upper for their dugout.

Our customer, Bresam Heftrucks, a forklift supplier and rental company, sponsor the team and have worked closely with our Sales Director, Andre P.

van der Hoeven, to supply the UnitedSeats C7 complete with the club and company logos, to the Rat Verlegh Stadium to ensure that the technical staff

and substitutes are comfortable watching the action on the pitch. Alex, Jeroen & Jordy from Bresam Heftrucks are pictured here with NAC's commercial manager, Eric, testing the seats.

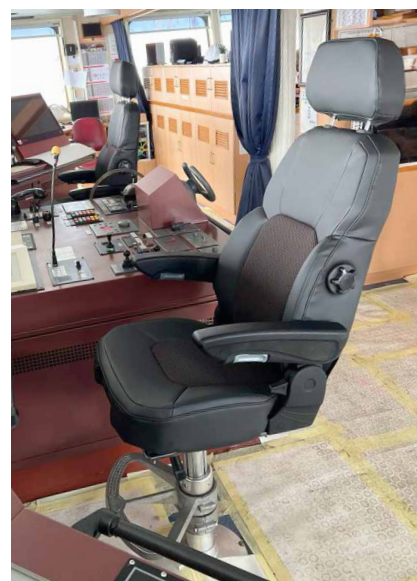


UNITEDSEATS MARINE SEATS AT THE HELM

Our UnitedSeats dealers have been busy supplying customers in the Marine Sector. Latvian Dealer, Carlat, have fitted our C8 Pro upper onto a ship in the Port of Tallinn using the original pedestal.

Our partner Sumsertech has also been very busy supplying our CS85/C4 seats to a pilot vessel in Spain.

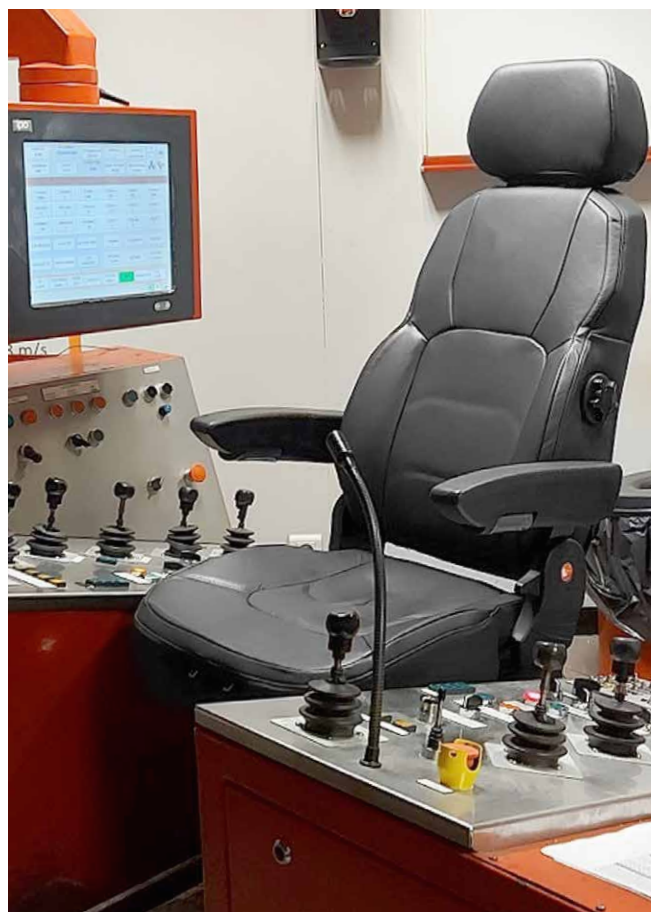
Our marine brochure, with these seats and many more is available in our downloads section. (New marine brochure coming soon).



MGV120/C8 PRO FITTED TO CONTROL ROOM

Rocco Pièces have been busy supplying Dillinger France, a steel manufacturer, based in the same city of Dunkirk in the North of France.

They have fitted our MGV120/C8 Pro complete with all leather upper trim, that really elevates the finish of the seat and looks very smart. Along with the heavy duty MGV120, this offers great comfort to their operators. The C8 Pro upper in full leather will be a new option, Part Number US.197200. Available in 2024.





UNITEDSEATS AT AGRITECHNICA 2023

The UnitedSeats team exhibited our range of UnitedSeats at the largest agricultural show of the year, the Agritechnica 2023. Held in Hannover, Germany, the show draws massive crowds with over 80,000 people a day to see the latest products in the agricultural sector.

Evert Mallie, CEO, was joined by André van der Hoeven, Hennie Olsthoorn, Malik Lakhal, David Hale, Elita Le Blanc and Jan

Willem Groeneveld during the course of the week long show.

We launched the new Rancher Elite, Highlander Pro with front control suspension and the new compact suspension, MG80 fitted with a Top 35 and Top 55 uppers. Along with our other Rancher models with the new cut and sew trim, the stand was filled with lots of options for different agricultural vehicles.

Over the course of the week, the team hosted several of our customers and OEM's, including dealers Azur Siege, IKH, Katpol, who were presented with their 2023 dealer certificates. Other dealers, Agriline, Fierthbauer, Agriconstec and Spalding's also visited the stand to catch up with the team. It was also great to see so many of our seats fitted to manufacturers such as Giant Tobrocco, JCB, Pitbull, Kaweco, Hytec, Toyo & Merlo at the show.



UNITEDSEATS AROUND THE WORLD

Our UnitedSeats dealers had been busy all over the globe representing the brand.

As always, the efforts from all of our dealers is greatly appreciated.



Katpol, Poland

Katpol exhibited at the Agroshow, Poland where over 120,000 people visited over 3 days.



Sumsertech visited the Femogo Sariena Agricultural Fair where they displayed a vast array of US seats including the Rancher Pro and CS85/C7.



Sumsertech, Spain

Walter and Helmut from our Austrian dealer, Best Seating, attended the Austroforma Forestry Exhibition kitted out in our US body warmers customised with their Best Seating Logo!



Best Seating



Austria



HIOT attended the Itechmer Sea Show held in Lorient, France. They displayed our MG120/C8 in full leather, MG135 and C4 complete with Notus 5 star pedestal.



HIOT, France



Skandinavisk Dekk Import from Norway attended a local potato festival, where Petter and Rune are working hard to promote the US brand to the industrial and now agricultural sector.



Skandinavisk Dekk
Import, Norway

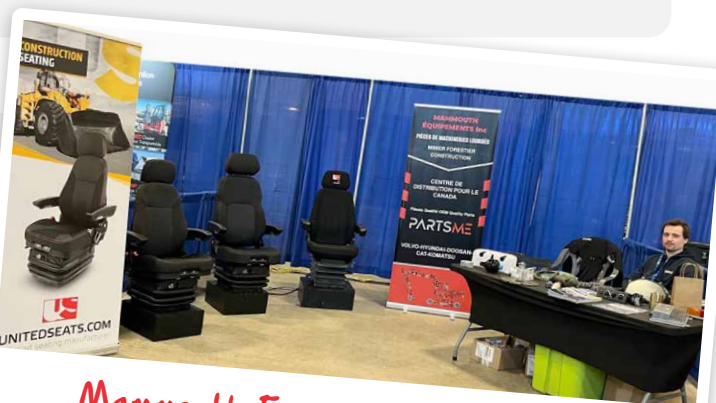


Agrotech, Serbia

Serbian dealer, Agrotech, attended a local farm show in Banatski Novi Selo where they presented the Rancher and CS85/C1 seats.



The LGV120/C8 Pro, LGV120/C7 pro and Highlander were on display in Quebec, Canada, thanks to our dealer, Mammoth Equipements.



Mammoth Equipements, Canada

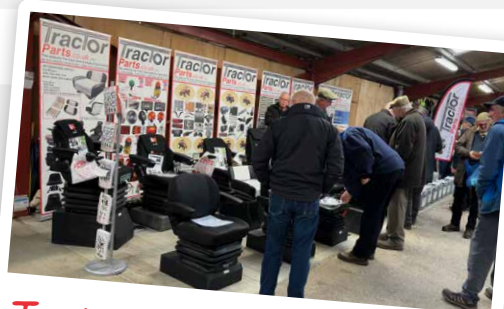


Agrar Plaza, Hungary

Agrar Plaza, from Hungary, visited the Agromalim Expo Show across the boarder in neighbouring Romania and they had an impressive stand of over 14 UnitedSeats for the visitors to test.



Dave, Debbie, Paul and Charles from Tractor Parts did a fine job at the Newark Vintage Tractor Show, displaying a great range of US agricultural seats.



Tractor Parts, United Kingdom

SOMMET DE L'ÉLEVAGE



"Sommet de l'Élevage" is an agricultural show taking place annually every October in Clermont-Ferrand, France. It's the second biggest Agricultural Show in France with over 120,000 people attending over 4 days.

For this show, UnitedSeats have been well represented by Marc, Kevin & Rémy from company AZUR SIEGE along with our own Malik Lakhali who assisted on the stand. They had the Highlander Pro & Rancher Pro on display as well as our CS85/C1 in PVC. Marc Capy, owner of Azur, was very happy with the attendance with the stand receiving lots of visitors.

Malik also found some nice examples of our MGV55 in a JCB 403E Electric Telehandler, and our LGV90/C7 Pro on a Trioliet self-propelled mixer feeder.

A big thank you to the team at Azur for their efforts.

Exhibitions calendar

Intermat 2024 (France)

24 - 27 April 2024

Attending: UnitedSeats, EBLO

Dealer events calendar

FIMA 2024 (Spain)

13 - 14 February 2024

Attending: Sumsertech (SST Componentes)

Lamma 2024

17 - 18 January 2024

Attending: TEK Seating, Capital Seating, Spaldings

AGROmashEXPO 2024

24 - 27 January 2024

Attending: Agrar Plaza

Agrotica 2024

1 - 4 February 2024

Attending: George Pantzaris & Sons

Stockholm Furniture Fair 2024

6 - 10 February 2024

Attending: Stolcolmfort

Yorkshire Agricultural Machinery Show 2024

7 February 2024

Attending: Independent Agri Parts

Tractor World Show 2024

24 - 25 February 2024

Attending: Tractor Parts

Cereals 2024

11 - 12 June 2024

Attending: TEK seating, Spaldings

Hillhead Construction and Plant 2024

24 - 25 June 2024

Attending: TEK Seating



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.

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