



# UNITEDSEATS

## Off road seating manufacturer

### EXCITING OUTLOOK FOR 2024

For the UnitedSeats team, it has been a busy start of the year for various reasons. 2024 started fantastically at the Lamma Show, which was held in Birmingham, UK with the US brand having a good presence at the show which received a record number of visitors from the Farming community. During the first quarter of 2024, our dealer network has been busy at shows across Europe displaying our UnitedSeats products and achieving some great installations.

As we enter spring, it is looking positive as we gather momentum coming into summer months where the team look forward to visit and support our dealers at the various shows on the calendar.

With the UnitedSeats brand moving into new markets with the Voyager Truck and Bus seats, officially launching in May 2024, and the Office Seats moving ever closer to production, the team is excited to expand our seating portfolio for us and our dealers.

We also have some new exciting products in the pipeline which will be revealed soon so keep your eyes on our website for updates: [www.unitedseats.com](http://www.unitedseats.com).



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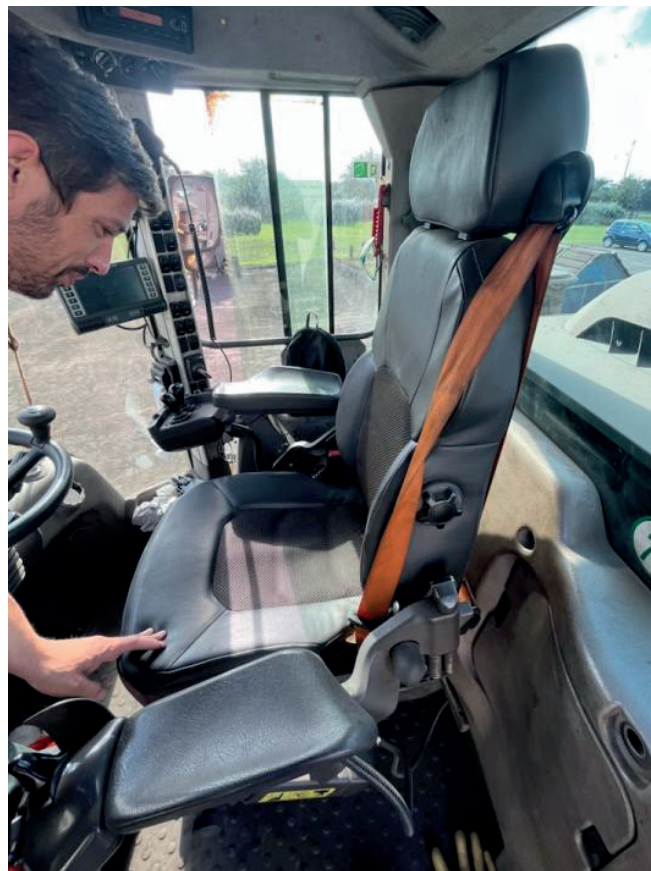
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## UNITEDSEATS CDC BRACKETS

Our own version of the CDC brackets for the control steering armrest on the Volvo wheel loaders are now available and in stock. Available for left and right hand control, SI.800522 LH and SI.800422 RH. They fit onto our C2, C2 Pro, C7, C7 Pro and C8 Pro uppers.

Our French dealer, Rocco Piece, successfully installed the CDC armrests on our LGV120/C8 Pro.

Please enquire with your sales representative for more details on pricing.



## C8 PRO IN FULL LEATHER

We have a new trim for our C8, which is now available in full leather. This will be spearheading our new Synergy office seat range. It can also be used in other applications such as a marine seat teamed up with our MG120 suspension.

It comes with the standard leather headrest. Armrests are optional.

Part number US.197200.



## UNITEDSEATS NEW COMFORT HEADREST

**We are pleased to announce our new comfort headrest will be available from May.**

It comes in leather and in PVC and complete with adjustable pins for a more universal fit, that can fit 120, 130 & 150mm centres. This fits our C4, C7 and C8 uppers and comes with the feature of a fabric antimacassar which is perfect for office seating.

*Part number US.750610 – PVC.*

*Part number US.750620 – Leather.*



## SUMSERTECH SUCCESSFULLY INSTALLS VOYAGER IN SPAIN

**Our Spanish partner, Sumsertech, was one of the first dealers to order the Voyager C70 truck seat and they have had great success in installing them into DAF, MAN, Volvo and Mercedes trucks for their customers in Spain.**

The UnitedSeats Voyager truck seat is new to the market and these are the first installation examples we have received, with the feedback being positive and each of the customers being very satisfied with their new seat. This version is in a PVC/fabric trim. However from May, we will have the deluxe fabric version available along with the deluxe C75 which includes the 2 stage heating & cooling Clima feature.

We look forward to more installation examples of the Voyager as it becomes more prominent in the market place.



Travel in true  
comfort with  
your Voyager

# HIGHLANDER PRO FITTED TO DEPOORTERE FLAX HARVESTER

The Belgian company, Depoortere, have installed an OEM specific Highlander Pro for their Drahy 40S Flax Harvester, supplied by cabin manufacturer, YPCAR, also from Belgium. Our sales director, Andre P. van der Hoeven, has been working hard on the project for some time and is very happy with the quality of the installation.

The Highlander Pro, has been adapted for the vehicle and it includes the cut and sew trim,

operator presence switch, seat belt and bracketry for the POD control arm. The red details on

the trim fitted in perfectly with Depoortere's corporate colours. YPCAR develop and supply many cabins to manufacturers of Agricultural Machinery and we hope that with our flexibility and customization options we will be able to work with them more on future projects.



## AGROTECH SERBIA SUCCESSFULLY INSTALLS MGV35

**Our UnitedSeats dealer for Serbia, Agrotech PMD, based in Trenjevac, successfully completed an installation on a Tigor forklift. Milan Batinic and his team replaced the old seat on the machine with the MGV35.**

They also managed to mount the original joystick control arm to the right-handed side of the MGV35

and the original armrest to the left-handed side. This was a tricky, but a very nicely achieved installation. It also shows how the MGV35 is adaptable and strong enough to support such control arms.

Well done and a big thank you to Milan!



## MGV84/C6 INSTALLED BY AGROTECH

**Agrotech also successfully installed our MGV84/C6 fabric trim into an IMT 549 tractor. The Serbian tractor brand is popular in Eastern Europe, the Balkans and Northern Africa, and the MGV84/C6 is the ideal installation for the small to medium size tractor.**

With its narrow footprint with mounting centres at 120 mm and the low back C6, it is perfect for tractors with smaller cabins. With the KAB XH2/U4 Fieldmaster now being discontinued, the UnitedSeats MGV84/C6 makes a great replacement in the aftermarket.

Another great installation example from Milan and the team at Agrotech!



## AUTOS BECOMES UNITEDSEATS DEALER FOR POLAND



We would like to welcome Autos, based in Poland, to our UnitedSeats Dealer Network. Established in 1991, they originally started selling truck spares, before moving into trailers, and then construction machinery. They have grown into over 100 shops in Poland, Slovakia and Czech Republic over the last 33 years.

They received their first shipment of seats last month and have displayed the CS85/C1 with turntable in one of their branches and have also added our products to their website.

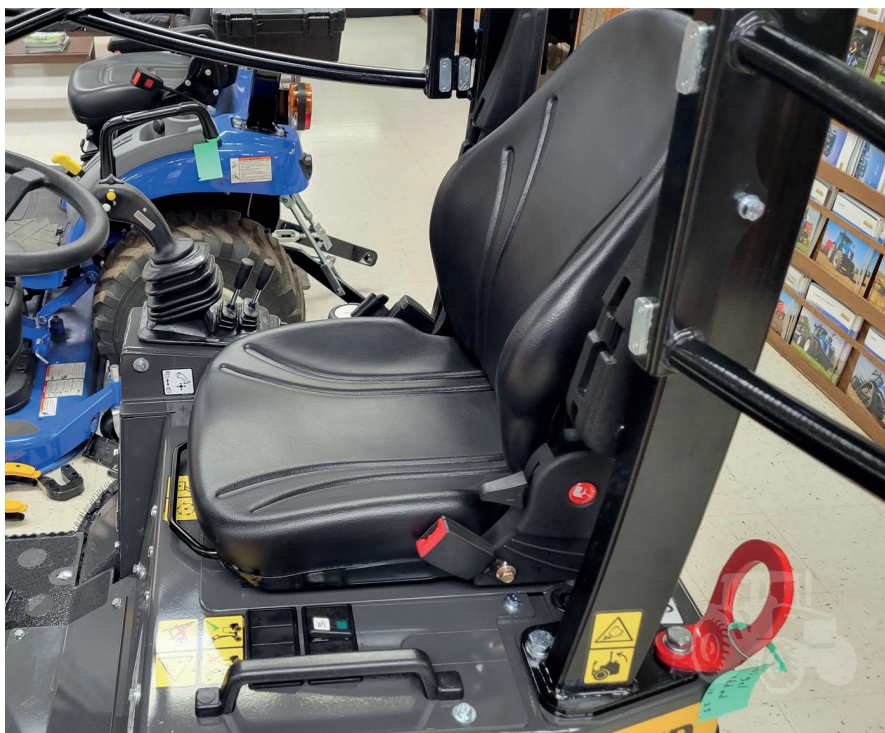
We look forward to working with Lukasz, Grzegorz and the rest of the team.

## NEW HOLLAND FEATURE UNITEDSEATS

New Holland has launched a new line of small articulated loaders for 2024 including the ML12, ML12T, ML15, ML22X and ML23 into the construction market in the USA.

Our C2 upper PVC has been fitted to the ML12T complete with the headrest featuring the New Holland logo.

We look forward sharing the other models complete with our UnitedSeats models as they become available to the market.



## UNITEDSEATS FEATURES FOR KUBOTA UK

Kubota UK have launched the KTH4815-2 compact telehandler to the UK market complete with our MG35 seat. They have also widened the range of compact wheel loaders, expanding on the battery powered RT models with 10 additional diesel powered models all fitted with a selection of UnitedSeats.

Earthmovers magazine have covered this in their latest issue and on their website.

The telehandler and compact wheel loaders were heavily featured on the Kubota stand at the Lamma and we are very pleased to feature in their vehicles.



# LAMMA SHOW 2024

2024 kicked off with the ever popular Lamma Show 2024 held at the NEC, Birmingham, on 17th & 18th January. Michael Hale & Liam Wood assisted the TEK Seating team where they had a great choice of UnitedSeats products available including the Rancher in the Regain trim, Highlander, CS85/C1 Retro Brown, CS85/H90 in PVC, MGV84/C1 SM, US20, Mi800, Mi600 and W700 seats.

Capital Seating were also in attendance displaying the staple US agricultural seats including the CS85/C1, CS85/H90, Rancher, MGV120/C7 Pro and the MGV120/C8 Pro in the Regain fabric which they featured on a revolving stand. They both had many visitors from the record crowd.

TEK Seating were also happy to receive their Platinum Status certificate for the second year

running with Capital achieving Gold Status for 2023, a record year for them with UnitedSeats. Other US dealers Independent Agri Parts, Spaldings and Carpenter Goodwin were also at the show and it was good to catch up with them all.

JCB were back the Lamma taking centre stage and it was good to see the MGV55 fitted to their 403E Wheelloader. UnitedSeats were also well represented by Kubota who had several of our seats fitted to their vehicles, including their 4815-2 Telehandler which is new to the UK market. Merlo also had the MGV35 in their electric Telehandler as well as several machines on the Giant Tobrocco and Trioliet dealer stands, also fitted with US seats.

Overall, a great success for everyone involved!





# SUMSERTECH AT SMOPYC & FIMA SHOWS

**Spanish dealer, Sumsertech have been busy exhibiting UnitedSeats at two of the largest shows on the calendar, the SMOPYC and FIMA shows.**

The SMOPYC took place in November, 2023, held in Zaragoza, Spain drew vast crowds to see the exhibitors and construction equipment manufacturers.

Malik Lakhal & David Hale assisted Sumsertech on the stand where they displayed a vast range of UnitedSeats construction seats which attracted a lot of attention from the visitors. They were presented with their Platinum Dealer Certificate for their fantastic efforts in 2023.

They were also pleased to see several OEMs such as Bergmann, Sany, XCMG, Sunward all using our US seats.

Sumsertech then attended the FIMA agricultural show, also held Zaragoza, where Malik visited them on their stand, this time with their choice of UnitedSeats agricultural seating, along with their newly made bespoke dealer banner, a screen showing promotional videos and proudly displaying their platinum dealer certificate, all great promotion for the US brand.

Muchas Gracias to Sergi, Jordi, Teresa, Jordi, Sergi & Jaime.



## AGRAR PLAZA AT AGROMASH 2024

The annual AGROMash EXPO 2024 was held over 4 days in Budapest, Hungary. Our Hungarian dealer, Agrar Plaza attended. Peter and the team displayed a nice variety of agricultural seats including the Rancher models, CS85/C1, CS85/H90, LGV90/C7 Pro, MGV120/C1 and many more.

The seats proved popular with the visiting farmers who enjoyed testing them, with Agrar Plaza gaining many leads from the show. They have done an excellent job presenting the UnitedSeats products.



## YAMS SHOW A NICE SUCCESS FOR UNITEDSEATS

One of our most recent dealer appointments is the Independent Agriparts based in Filey, Yorkshire in the north of England. Over the last 18 months they have regularly displayed our range of tractor seats.

This year the Durkin family attended the YAMS (Yorkshire Agricultural Machinery Show) held in York. This is a highly regarded trade show. The family who are farmers, as well as machinery repairers and parts specialists had an excellent stand with a good array of UnitedSeats. In the main marquee, the range included the Rancher Pro, Rancher, CS85/C1,

T600, MGV35, CS85/H90, Vario, W700, US20 and Mi600.

The team were supported by Michael Hale, the UK Sales and Marketing manager for UnitedSeats. Luckily the weather was cold but dry, and farmers attended this popular annual event in good numbers.

They were also able to enjoy refreshments and hot snacks provided by the family team. Also, on the stand they had a fully renovated Massey Ferguson 185 tractor in which Paul and installed T600 AG seat



## PANTZARIS & SONS STAR AT AGROTICA 2024



The Agrotica show is the major agricultural event held in Thessaloniki, Greece. The show, held over 4 days from 1st to 4th February, was attended by UnitedSeats dealer for Greece, Chris Pantzaris & Sons. Based in the north of Greece in the city of Serres, they are a Deutz Fahr tractor and spare parts dealer and have been a US dealer since 2017.

Brothers, George and Jiannis, displayed the Rancher, MGVB84/Mi400, CS85/H90 and MGVB120/C7 Pro on their stand along with lots of other tractor spares for the perusal of the farmers at the show.

We thank them for being a great partner in Greece for the UnitedSeats brand.



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](http://WWW.UNITEDSEATS.COM)

## Exhibitions calendar

### Intermat 2024 (France)

24 - 27 April 2024

Attending: UnitedSeats, EBLO

## Dealer events calendar

### Cereals 2024

11 - 12 June 2024

Attending: TEK seating & Spaldings

### Royal Highland Show 2024

20 - 23 June 2024

Attending: Thomas Scott

### Hillhead Construction and Plant 2024

24 - 25 June 2024

Attending: TEK Seating

### Borgeby Faltdager 2024 (Sweden)

26 - 27 June 2024

Attending: Forarmiljo

### Driffeld Show 2024

17 July 2024

Attending: Independent Agri Parts

### Royal Welsh Show 2024

22 - 25 July 2024

Attending: Carpenter Goodwin

### Agroshow 2024 (Poland)

21 - 24 September 2024

Attending: Katpol

### Royal Welsh Winter Fair 2024

25 - 26 November 2024

Attending: Carpenter Goodwin

### Newark Vintage Tractor Show 2024

9 - 10 November 2024

Attending: Tractor Parts

