

Dealership to open to serve heavy-equipment buyers

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Note: Dan Brim, owner of Brim Tractor Co. in Lynden, Wash., will add the outlet for New Holland and JCB lines

A dealership for New Holland tractors and JCB construction equipment will open in west Eugene in early November, banking on those names in head-to-head competition with local outlets for John Deere tractors and other leading heavy-equipment manufacturers.

Dan Brim, owner and president of Brim Tractor Co., based in Lynden, Wash., said the dealership at 4108 W. 11th Ave. will serve general customers as well as the agricultural and construction industries.

"The competition that is out there is very competent, but New Holland and JCB are huge, significant players in those markets," Brim said Monday. "There is a place for us in the market."

Competition in the compact-tractor business includes Mid-Valley Tractor of Eugene; in the agricultural business, Fisher Farm and Lawn and Ag West, both in Harrisburg; and in the construction business, Pap, Peterson and Modern Machinery, all of Eugene-Springfield, Brim said.

Brim said he paid \$2.4 million for the 2.8-acre parcel, closing recently with the help of commercial broker Justin Schmick of Eugene. The site, near the southwest corner of 11th Avenue and Bertelsen Road, was formerly the home of Lithia Auto Body of Eugene, Brim said.

Brim Tractor, with annual sales in excess of \$30 million, has served the farm industry for more than 40 years and has expanded to sell compact tractors, used tractors, agricultural equipment and used grounds care equipment. Compact tractors are built for two or more acres.

Brim said his dealership is one of the largest dealers for New Holland tractors in North America. New Holland is a global maker of tractors and agricultural equipment, competing with John Deere and Kubota tractors.

The Eugene site represents the company's second dealership in Oregon and ninth overall.

Sales should top \$5 million at the end of the second year and the initial staff of seven should grow, Brim said.

The site includes a 17,000-square-foot building with a showroom, parts and sales departments and service area.

The service area, at 15,000 square feet, takes up most of the building.

Brim said he plans to spend \$80,000 or less to create more space in the showroom and the parts and sales departments. The service area is ready for use, he said.

The dealership will sell small-acreage tractors for \$10,000 and up; combines for \$250,000 that will serve local grass-seed growers; and small balers for \$20,000 that will serve hay growers, Brim said.

The dealership also will carry equipment from Georgia-based JCB Construction, which according to JCB's Web site is the third largest heavy-equipment manufacturer in the world.

The JCB line will include excavators, backhoes and telescopic handlers - machines similar to a forklift. Excavator prices range from \$25,000 to \$300,000, Brim said.

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Abstract (Document Summary)

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