

Barloworld Equipment – Company Overview (Sector Context)

Overview

Barloworld Equipment is the official Caterpillar dealer for earthmoving equipment in Southern Africa and parts of Eurasia. It offers comprehensive solutions including sales, support, training, and maintenance services to mining, construction, power, and agriculture sectors.

Geographic Footprint

Barloworld Equipment operates in South Africa, Lesotho, Eswatini, Namibia, Botswana, Angola, Malawi, Mozambique, Zambia, and the Katanga province of the Democratic Republic of Congo. Outside Africa, the company also operates in Eastern and Southern Siberia, Russia.

Services and Differentiators

- Customer-focused equipment solutions with tailored fleet recommendations.
- Full product lifecycle support, including after-sales service and equipment rebuilds.
- Enterprise development initiatives and training programs to build local capacity.
- ISO9001 certified, committed to environmental sustainability (e.g., oil recycling, solar energy adoption).
- B-BBEE Level 1 contributor with strong black ownership and significant representation of women.

Values and Culture

Barloworld Equipment is guided by values of integrity, excellence, teamwork, and customer commitment. The company fosters a high-performance culture with emphasis on accountability, safety, and sustainability.

History and Partnership

Barloworld's partnership with Caterpillar dates back to 1927, establishing one of the longest-standing dealer relationships in the world. With over 95 years of continuous service, it is recognized as a leader in heavy equipment supply across its markets.

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