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## **Keestrack signed the agreement to acquire Goldoni**

Growing the business by diversification

Keestrack, a major manufacturer in mining, recycling and construction equipment finds a perfect fit with Goldoni, specialized in agricultural machinery, to enter the agricultural market and to grow even more in the construction segment.

“After decades of organic growth, we’re glad to continue our growth by expanding our business into the agricultural segment” says Kees Hoogendoorn, president of the Keestrack group. “After analysing many opportunities we felt personally drawn to Goldoni for its rich traditional family values which are very close to ours. Our goal is to keep this historic brand alive supporting the local economy and employment rates”.

“We see a lot of synergy between the current businesses, such as: production systems, suppliers and dealer network, which will leverage the Goldoni business to bring success to the company.” says Peter Hoogendoorn, Vice President of Operations of the Keestrack Group operating their own Italian factory for crushers in Ponzano Veneto.

“The product portfolio will meet the customer’s requirements. We look to the future and want to introduce the K-series open field tractors in the near future. The Goldoni dealer network, in synergy with Keestrack’s, will be the key to make the orange Goldoni tractors strong on the fields again” says Roberto Lopes, Keestrack Italy CEO.



Goldoni stands for a high technology level with care for the environment, Italian traditions and passion for design. From motor cultivators to specialized tractors like 4WD and Equal Wheels dedicated to orchards and vineyards, the GOLDONI range is developed to help agricultural operators manage the entire agronomic cycle more effective and sustainable.