



# TRANSDIESEL CASE STUDY

**Trusted partnership ensures the success of 40th celebration events.**

TransDiesel are a New Zealand owned and operated company who were established more than 40 years ago and are a leading supplier of construction equipment, diesel engines, generators, and transmissions to a variety of industries throughout New Zealand.

The company has been awarded the distributorships for some of the industry's most highly respected brands in the world such as Volvo and Yanmar Construction Equipment and Shell Lubricants to name a few.

TransDiesel have built an extensive network throughout both the North and South Islands, with a head office in Christchurch and regional branches throughout New Zealand.

Their strong brand and national scale has seen the need for numerous events throughout the years; from Fieldays to national road shows, branch level events and their popular "Demo Days" where customers can test drive equipment for themselves.

Marc Warr, Marketing Manager for TransDiesel has been working with the team at X-Site for several years firstly in his position at Holden New Zealand and then for the past year in his capacity at TransDiesel. "It's an easy relationship" he says,

**“Hamish and the team at X-Site will always look out for our business and when I'm dealing with Hamish on an event, he will take phone calls day and night. Once I've given him an initial event brief, he will come back with recommendations on making things more efficient and how we can get the most out of our budget: we have a trusted partnership.”**

X-Site worked with Marc on their stand at the 2021 National Agricultural Fieldays, Marc was quick to praise Hamish and the team,

*"Our site was fantastic, really amazing! Hamish came to us with the intel that the stand next to us was free and we were able to expand our physical presence at the show significantly. The X-Site team have a resourceful ability to make the site look a million bucks and work both for the customer and staff. We sold a great number of machines in 4 days, so the event was a great return on investment for us."*



The TransDiesel stand at the 2021 National Agricultural Fieldays.



TransDiesel 40th celebration marquee set-up.

Fieldays is only a small portion of TransDiesel's partnership with X-Site, especially during 2021 when they celebrated their 40 years of being in business. With the help of X-Site, TransDiesel held multiple events around the country including a head office celebration for staff, family and customers in Christchurch, a three-day event held in Auckland which included a customer demo at a local quarry and finally a customer and staff corporate event held in the Auckland viaduct.

The Auckland quarry event posed a few challenges but Marc trusted X-Site with the job completely and they certainly delivered,

*"We were thrilled with how the event ran, in terms of access and surfacing it was a tricky install for the marquees and other event equipment, but X-Site always*



The quarry posed some significant environmental challenges.

*think outside the box to achieve a fantastic result even in a challenging environment. Hamish knows our industry and its challenges, but he also knows his own products inside out and what he can achieve, that makes all the difference."*

Marc believes that there are several things which set X-Site apart from other event management companies he adds,

**“ You go to X-Site with a problem and they will find a solution, they are also very transparent, right down to pricing – you know exactly what you are getting and there are no surprises. Their experience is invaluable especially for bespoke events with a lot of planning and work-arounds required. The X-Site crew are extremely professional, and they will always go the extra mile for their customers, even to a quarry! ”**

Marc has no hesitations in recommending the team at X-Site to others,

*"X-Site are a trusted partner who really have our back. We see Hamish as an extension of our marketing team rather than a supplier. If you're looking for a professional event management company with personal service to boot, look no further."*



**LET'S GET STARTED**

*Drop us a line*

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