

A STORY  
WORTH  
TELLING

**SERGIO BASSAN**

Trattori per passione dal 1957

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**KOBELCO**

# A STORY WORTH TELLING

Tradition and innovation come together  
to feed the passion for agriculture



A wide-angle photograph of a lush field of wheat. The wheat stalks are tall and dense, with bright yellow heads and green lower stalks. The field stretches to a flat horizon line. In the distance, a few trees and a small building with a steeple are visible against a soft, hazy sky. The lighting suggests late afternoon or early morning, with a warm, golden glow.

The first humans were farmers  
and all historic nobility lies  
in agriculture.

(Ralph Waldo Emerson)

# ABOUT US

"Everyone is familiar with the signature red of the Ferrari. But in our case are the colours yellow and green to represent passion, convey emotions, and pave the way to the future."

Sergio Bassan

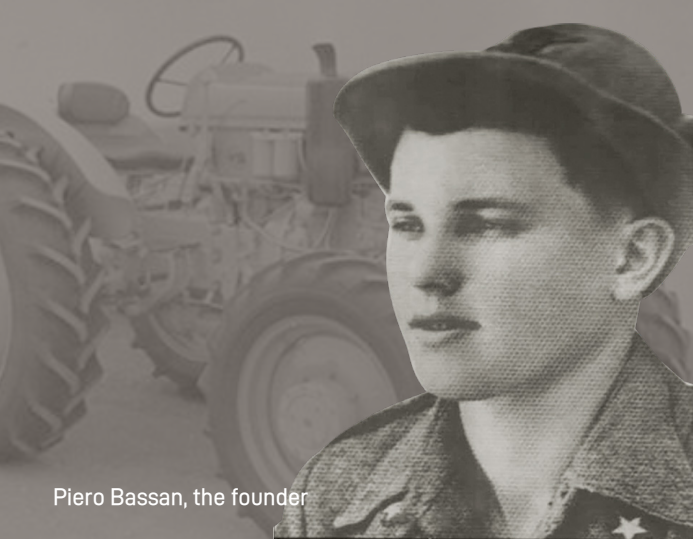
## A PASSION FOR TRACTORS SINCE 1957

"Yellow and green are the colours of John Deere, the most important manufacturer of tractors and agricultural machinery in the world - explains Sergio Bassan - a cult brand that boasts a large passionate customer base. These are our colours. A sunny yellow and the green of lush pastures".

Our story began in 1957, in a small farming business in Dueville, a little town near Vicenza in north-eastern Italy. Piero Bassan, a young farmer and breeder, soon came to understand the importance and the future of mechanisation in the field of agriculture. This led to his decision to undertake a commercial venture with "Lamborghini" tractors. Thanks to his commitment, hard work, and passion, Piero was able to open a second location in 1964. Ferruccio Lamborghini then invited him to join the general committee in charge of supporting Lamborghini in its commercial and technical strategies. In 1972 Piero signed a deal with Landini, another Italian brand, thereby providing his customers with an even wider range of products. In 1984 CASE IH joined his suppliers' list as well.

In 1993, Piero's son Sergio, who had been immersed in the world of agriculture as a child, embarked on his own





Piero Bassan, the founder



Sergio Bassan

career in the business and moved the headquarters to Costabissara, another small town near Vicenza, not far from Dueville. In the same year, Sergio Bassan became an authorised John Deere dealer in Vicenza and Padua. The efficiency and attentive client service of his company made it possible to obtain UNI EN ISO 9002 certification in 2000. It was the first business in Italy to obtain a certification in this sector. In 2004, John Deere entrusted Sergio Bassan with the province of Rovigo and the company inaugurated a new branch location in the city of Adria. Over the years, the relationship with the American company continued to grow, strengthening mutual respect and trust. This enabled Sergio Bassan to establish 3 more locations in 2012 and 2013: Vedelago (Treviso), Candiana (Padua) and Noventa di Piave (Venice). The year 2016 was an important turning point: a new location was inaugurated in Oppeano to better serve the Verona area.

In the same year, the company became involved in the earth-moving machinery sector, signing a deal with Kobelco to import the products of the prestigious Japanese manufacturer to the Triveneto area. **In 2017, the company celebrated its 60th anniversary.** The Consorzio Agrario del Nordest entrusted Sergio Bassan with the management of agricultural mechanization. this marked a historic collaboration. It is the first time the biggest Italian agricultural consortium and a private company partner up.

In 2018 we established a new Kobelco workshop in Torre di Mosto (VE). In 2019, we expanded our presence by inaugurating a Kobelco

THE STORY OF THOSE WHO MADE HISTORY



1957

1993

2016

2017

2018

Piero Bassan opens his first Lamborghini dealership, dealing Italian tractors

John Deere dealer for the cities of Vicenza and Padua

First Italian company in its sector to obtain the UNI EN ISO 9002 quality certification



A new challenge in the heavy equipment sector with Kobelco



A 60-year-long story



The excellence of Kramer telehandlers



branch in Bolzano Vicentino, offering sales, spare parts, and assistance services, while also becoming the official importers for Sardinia. Our growth continues in 2020 with the opening another Kobelco branch in Sardinia, located in Monastir (CA) and in 2021 with a new John Deere branch in Basiliano (UD). In the same year, John Deere assigns us Ferrara as our new area of competence. In order to ensure greater commercial uniformity and operational continuity in the areas of competence, John Deere redesigned the concession areas. As a result, nearly the entire province of Verona was assigned to Sergio Bassan Srl through a territorial exchange with another dealer. This exchange, aimed at optimizing strategic branch positioning, also led to the allocation of a portion of the province of Ferrara (excluding certain municipalities bordering the Adria branch, such as Jolanda di Savoia, Riva del Po, Mesola, Codigoro, Copparo, Ro, and Berra) to another dealer." Today, Sergio Bassan is among those who play a prominent role in the Italian agricultural machinery sector. With 9 branches in Veneto, one in Sardinia and one in Friuli Venezia-Giulia, we ensure technical assistance is readily available near our customers' workplaces. On average every year, Sergio Bassan sells 250 new and 180 pre-owned tractors, over 250 satellite guidance systems, 350 garden machines, 150 Kobelco excavators, and a wide variety of other equipment. Our products are sold to high-profile farming businesses and third parties across the Veneto and Friuli Venezia-Giulia regions.



2019

Back to the origin: 7th Deere Day

2020

Vaderstad, Sergio Bassan as exclusive importer

2022

Ploeger, Sergio Bassan as exclusive importer

Admission to the ELITE programme of Borsa Italiana

"Il Sole 24 Ore" Growth Leader Award 2023

2023

8° Deere Day  
ESG policies and first Sustainability Report

Partnership with AF Mac&Service S.r.l.

Acquisition of the business of APEG SERVICE S.r.l. in Sardinia







JOHN DEERE



KOBELCO



# THE TERRITORY

North-eastern Italy is where industriousness, honesty, competence, tradition, and innovation are combined with great passion for the world of agriculture

Sergio Bassan has always been bound to the history and people of this territory. In our Costabissara headquarters, customers can find modern machinery but also evocative vintage tractors and equipment. This setting is imbued with the warmth and elements overwhelmingly linked to the land and machinery used in the countryside of the Veneto region of yesteryear. We selected 9 locations in order to be able to effectively serve the entire territory, guaranteeing fast and efficient service. Our goal is to be near the customer.

## \\ BASSAN BRANCHES AND SERVICE CENTRES

Costabissara (VICENZA)

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Bolzano Vic.no (VICENZA)

---

Candiana (PADOVA)

---

Torre di Mosto (VENEZIA)

---

Vedelago (TREVISO)

Adria (ROVIGO)

---

Oppeano (VERONA)

---

Basiliano (UD)

---

Monastir (CA)

---



JOHN DEERE

# OUR STRONG POINTS

## Sergio Bassan in numbers

**180**  
associates

A young and motivated team that works with passion and enthusiasm. In us you will find real partners and advisers always ready to assist you in your choices. We are your travelling companions on a journey of growth, striving for higher and more profitable goals

**9**  
branches

We are positioned to serve the suburban areas of Vicenza, Padua, Treviso, Rovigo, Venice, Verona, and Cagliari for a total area of 15,000 km<sup>2</sup>

**72**

specialised technicians guarantee the highest efficiency

**4.000**  
hours of employee training every year

employees in charge of replacements and logistics **23**

**53**  
mobile workshops

**6.000**  
interventions every year

**3** vans dedicated to spare part service (CSR)



# AGRICULTURE

“ We set and achieve high quality standards. Obtaining a quality certification was just the first step of our challenge; we want to be an outstanding point of reference for leaders in cutting-edge agriculture. We strive to continue to grow together with our customers in this wonderful world we call agriculture.

”

*Georgo Bram*





# OUR PASSION

Technology and quality, with special attention  
dedicated to the evolution of the market

Sergio Bassan is among Italy's most important JOHN DEERE distributors. This prestigious brand is a world leader in the construction of agricultural, garden, forest, and industrial machinery. Sergio Bassan offers a wide range of new and pre-owned products for all uses: tractors, harvesters, foragers, satellite guidance systems, telehandlers, tillage and haymaking, horticulture and viticulture, garden machinery, accessories and replacement parts. Sergio Bassan offers machinery to follow every phase of the agricultural production cycle; from the preparation of the soil to the harvesting of crops to the documentation of the processing through satellite systems. The company is also an importer of Kobelco earth-moving equipment, a dealer of the Kramer brand since 2018 and exclusive importers of Väderstad since 2020 and exclusive importer of Ploeger since 2022.

A PASSION FOR TRACTORS SINCE 1957







# TEAM WORK

The best partners for our work,  
as well as yours

Sergio Bassan has always worked together with the world's leading brands in order to provide the customers with quality service and the best innovations available on the market.







# SUCCESSFUL STORIES

## John Deere and Sergio Bassan: 30 years of teamwork and trust

Over the years Sergio Bassan has succeeded in consolidating an excellent reputation, guaranteeing professionalism, integrity, quality service and constant innovation, becoming a go-to point of reference for agricultural firms throughout the Italian region of Veneto and Friuli Venezia Giulia.

### \\ JOHN DEERE: THE WORLD LEADER

John Deere was founded in 1837 as a blacksmith's workshop. It grew to become the world's biggest manufacturer of agricultural machinery and equipment, providing jobs to 50,000 people. Today the company continues to rely on its founder's values: integrity, quality, commitment, and innovation.

John Deere is the only company in the agricultural sector to be included in the classification of the 100 most prestigious brands in the world as ranked by the Best Global Brands.

\\ EXCLUSIVE RETAILER FOR:  
VICENZA, PADUA, VERONA, VENICE, ROVIGO, TREVISO, FERRARA\*,  
FRIULI VENEZIA GIULIA  
(\*Codigoro, Copparo, Goro, Jolanda di Savoia, Mesola, Riva del Po)



**ENGINEERED  
FOR THE  
EXTREME**



KOBELCO

# NEW CHALLENGES

## Kobelco and Sergio Bassan: a winning team

Another successful brand partners with Sergio Bassan. Kobelco has ranked at the top in excavator manufacturing for the last 90 years thanks to its worldwide-acknowledged technology, quality, and product reliability.

\\ KOBELCO IMPORTERS IN VENETO, FRIULI VENEZIA GIULIA, TRENTINO  
ALTO ADIGE, EMILIA ROMAGNA, SARDINIA







**KRAMER**  
*on the safe side*

# NEW PARTNERSHIPS

Kramer and Sergio Bassan:  
new partnerships

John Deere partnered with the renowned Kramer brand, a leader in European manufacturing of telehandlers and loaders in agricultural and earth-moving equipment.

Sergio Bassan srl became the German brand's designated dealer in Vicenza, Padua, Treviso, Verona, Venice, Rovigo, Ferrara and Fiuli Venezia Giulia.

This allows the company to provide its customers with an even broader and more diversified range of products: compact wheel loaders, telehandlers, and telescopic wheel loaders.







"The use of Vaderstad equipment will provide farmers with both agronomic and economic advantages, as it guarantees superior harvests while reducing expenses."



# NEW PARTNERSHIPS

Sergio Bassan: exclusive importer  
for Väderstad

Since June 2020 Sergio Bassan, through the Agridealer Group, has become the exclusive importer of agricultural equipment produced by the Swedish company Väderstad.

This partnership aims to provide the market with precision machinery, which will facilitate the work of Italian farmers and improve the quality and yield of crops.

Versatility, Avant-garde, Precision, and Innovation are key features of Väderstad equipment. These qualities enable rapid performance in terms of hectares per hour, ensuring optimal germination and offering a wide range of working depths for different tasks in the field. Väderstad seed drills are designed to create an optimal seedbed, ensuring perfect seed placement and maximizing yields. Moreover, they integrate high-speed soil preparation, tillage, seeding, and reconsolidation in a single pass, saving fuel, preserving soil moisture and promoting better crop yields.





# NEW TECHNOLOGIES

## Sergio Bassan sole Italian importer for Ploeger

Sergio Bassan Srl continues its path of innovation as the exclusive importer of Ploeger self-propelled barrels.

With over 60 years of experience, Ploeger is a leading Dutch company renowned for manufacturing specialized equipment for vegetable harvesting. In 2016 Ploeger ventured into the market for self-propelled barrels with slurry buryers, quickly establishing itself as the industry standard for quality and performance.

Ploeger remains at the forefront of an expanding sector, leveraging cutting-edge technology and connectivity to optimize digestate management. This enables companies to enhance their operations while maximizing the reuse of organic matter.





# NEW PARTNERSHIPS

An innovative alliance between Sergio Bassan SRL and AF Mac&Service S.r.l.

This strategic partnership marks a collaboration between Sergio Bassan Srl and AF MAC & SERVICE SRL, a company with over 50 years of experience in sales, rental, and servicing of road and earthmoving machinery, representing brands such as Wirtgen and Sany.

This union lays the groundwork for mutual growth, enabling Sergio Bassan Srl to leverage the extensive expertise of AF Mac & Service S.r.l. to expand its business and solidify its position in the earthmoving and road paving machinery market.

"The specialized products offered by AF Mac, particularly Wirtgen, coupled with their high-quality service, will enhance customer satisfaction, both in sales and after-sales support. This aligns with our commitment to delivering excellence, which is increasingly the hallmark of customer satisfaction and loyalty."



#### Analisi per fatturato

Top 20 Leader della crescita 2023 con il maggior fatturato

RANK	RANK TOP 500	AZIENDA	FATTURATO (IN MIL. EURO)		SETTORE DI ATTIVITÀ
			2018	2021	
1	396	Fratelli Arena S.r.l.	508.745,62	941.473,19	Vendita al dettaglio
2	464	Monge & C S.p.A.	225.747,43	373.781,05	Vendita al dettaglio
3	3	illimity Bank S.p.A.	2.900,00	271.184,00	Fintech, servizi finanziari e assicurazioni
4	454	Pasquarelli Auto S.p.A.	113.501,36	192.088,86	Automotive
5	318	Verisure Italy S.r.l.	62.468,09	133.750,28	Servizi professionali, scientifici e tecnici
6	483	Assist Digital S.p.A.	83.406,00	132.439,00	IT e software
7	432	NWG Energia S.p.A. SB	71.597,98	124.951,06	Energia e servizi pubblici
8	414	P. Petroli S.r.l.	69.917,97	124.527,40	Energia e servizi pubblici
9	42	Everli S.p.A.	13.890,31	114.502,09	E-commerce
10	259	Union Energy Group S.r.l.	45.133,27	112.353,13	Energia e servizi pubblici
11	237	Gruppo PLT Energia	41.901,49	110.304,66	Energia e servizi pubblici
12	131	EdiliziAcrobatica S.p.A.	21.293,94	82.906,30	Costruzione e ingegneria
13	162	Farmaè S.p.A.	24.785,92	82.481,16	E-commerce
14	363	Euroflex S.p.A.	41.252,43	80.912,01	Produzione industriale
15	303	Sergio Bassan S.r.l.	36.262,20	80.373,79	Agricoltura, silvicoltura e pesca
16	413	Trime S.r.l.	44.636,54	79.654,96	Produzione industriale
17	108	uBroker S.r.l.	18.016,19	77.022,54	Energia e servizi pubblici
18	338	Farmacia S.Caterina S.r.l.	37.631,60	76.749,09	Prodotti farmaceutici e biotecnologie
19	299	Eviso S.p.A.	33.711,30	75.711,76	IT e software
20	235	FloBlu S.p.A.	28.298,00	75.059,10	Consulenza gestionale



# A LOOK TO THE FUTURE

The quality of our work and our insights has been recognized

2022 marked a year of cultural and organizational change, aligning with the company's new projects focusing on digitization, training, and innovation.

Sergio Bassan was admitted to the ELITE program coordinated by Borsa Italiana. This platform offers integrated services designed to support and enhance the best Italian companies, aiming to make them grow and establish them as global leaders. The program provides coordinated strategies for growth and internationalization, as well as organizational and governance models developed by leading companies, advanced managerial systems, and the development of strategic and financial communication to access capital and intercept international business.

Additionally, the company was honored with the "Leader of Growth 2023" award by Il Sole 24 Ore, recognizing it among the top 20 Italian companies with the highest turnover growth from 2018 to 2021. This achievement was reaffirmed in the following year, referencing the period from 2019 to 2022."







BILANCIO DI SOSTENIBILITÀ

2022



# OUR COMMITMENT

## Responsibility for the present, value for the future

"Earth is not an inheritance received from our Ancestors, but rather a loan to be returned to our children."

Our commitment is to contribute to the development of the community in which we live and work through concrete projects of corporate social responsibility, focusing on health, research, and environmental sustainability.

In 2023, we committed to "Città della Speranza" project – "Paediatric Research at the Heart of Entrepreneurship", for the next three years. This initiative aims to support scientific research towards a future free of paediatric diseases.

We decided to invest in the local healthcare system, focusing on the well-being of citizens. Through our collaboration with 'Fabbricare Salute' Foundation, we were able to make a tangible impact by providing support to the staff at the emergency room of Santorso Hospital in Vicenza. This included the purchase of a fully equipped medical vehicle.

In order to enhance cohesion with the local community, we published our first Sustainability Report for 2022. Our company's vision extends beyond mere figures; it includes a sustainability strategy that prioritizes the well-being of our human capital, true wealth of the company, and the environment in all our actions.





# PREMIUM PRE-OWNED VEHICLES

Premium selection of pre-owned vehicles that will last. From quality to excellence

For more than 65 years, our pre-owned vehicles department stands out for the meticulous attention it dedicates to tractor inspections, aiming for nothing less than total client satisfaction. Bassan pre-owned vehicles are not just used vehicles. They are premium pre-owned vehicles that have been carefully inspected by specialised technicians in order to provide our customers with the highest level of safety.

## \\ SAFE, CERTIFIED, AND SELECTED PRE-OWNED VEHICLES

- Checks and inspections
- Free complete check-ups after 1,000 hours of use
- Assisted financing
- Programmed maintenance
- Certified history for pre-owned vehicles
- Over 65 years of experience in the sector



GUARANTEED QUALITY



PROGRAMMED MAINTENANCE



TECHNICAL INSPECTIONS



FINANCING



# OUR SERVICE

Our customer is never alone. Bassan always stands for quality, both in products and customer service

**WORKSHOP** \\ Our workshops are effective and efficient: 66 specialised technicians are ready to welcome you in any of our 9 branches to satisfy the expectations of even the most demanding customers. We offer check-ups, maintenance, repairs, original replacements, as well as on-site vehicle pick-up.

**FARMSIGHT SERVICES** \\ Sergio Bassan has 8 technicians specialised exclusively on satellite systems, their applications, and connectivity that aim at maximising the productivity of our customers' agricultural machinery and optimising their maintenance.

**CSR** \\ The Customer Support Representative is trained to support our customers with part replacement and post-sale services. Replacement part orders and deliveries can be made directly to your home address.

**FINANCING** \\ 3 of our associates are dedicated to finding accessible, fast, and convenient financial solutions for both new and pre-owned vehicles. Agricultural credit and leasing are granted by the best financial partners. Subsidised rates are also available on repairs and replacements.

**ASSISTANCE** \\ Customer assistance is guaranteed by trained technicians who are continually updated and prepared to promptly intervene on-site to minimise machine downtime.

**RENTAL SERVICES** \\ Our company provides rental services in Veneto, Friuli Venezia Giulia and Sardinia for tractors, equipment, excavators, telehandlers, and seasonal machinery for every need. Our local managers will be available to assist the customers in their choices and provide a free cost estimate.





# 65 YEARS OF US

Our story is always a new beginning

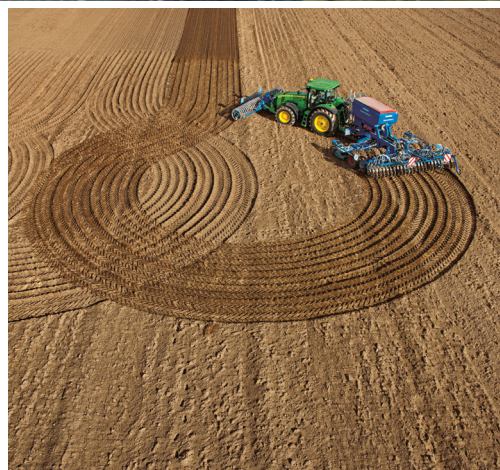
It has been 65 years since the company was founded. Sixty-five years of success and achievements, all thanks to a qualified team whose work is driven by the passion for the exciting world of agriculture.

Our story is made of sacrifices, but it brought us satisfactory achievements as well. This was also made possible thanks to our historic partner JOHN DEERE, who allowed us to get where we are now. Today is not the final goal, it is rather a new starting line for the future.

During the anniversary celebrations, the Bassan Team wanted to thank customers, suppliers, and associates. They made the celebration possible, thanks to their support and hard work.







# OUR SOUL

Sergio Bassan is not only an efficient and productive company, it is an organisation founded on great values

## THE CLIENT COMES FIRST

Entrepreneurial mindset, honesty, spirit of collaboration, a sense of belonging, and a passion for our jobs. This rich tradition of values is imprinted in every member of the Bassan Team. Ours is a team that sets the complete satisfaction of the customers as their main goal. We pay the utmost attention to every detail: high quality products, technical and financial consultation and excellent post-sale services.

## SENSE OF BELONGING

"Pride in our land": this is a strong and positive message that is conveyed from one generation to the next. It unites tradition and innovation, wisdom and energy, passion and determination, as well as expertise and professionalism. We are all children of our own land.

## A VISION FIXED ON THE FUTURE

A future made of new investments, constant improvement, diversification, and foresight in order to be able to anticipate our customers' needs. We have a great responsibility toward the environment, people, and younger generations that constitute the foundation of our work today and in the future.






# SERGIO BASSAN

Trattori per passione dal 1957





Hands dirty with oil, wrenches scattered on the floor, a love for your own land, passion for your work... A story worth telling that started in 1957.

A close-up photograph of golden wheat stalks against a clear blue sky. The wheat is in sharp focus in the foreground, with its long awns extending upwards. The background is a soft, out-of-focus blue sky, suggesting a bright, sunny day. The overall mood is peaceful and natural.

We do not inherit the land  
from our ancestors,  
we borrow it from our children.

(Native American Proverb)



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Trattori per passione dal 1957



[www.bassan.com](http://www.bassan.com)



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