



Media Release

FOR IMMEDIATE RELEASE

New Distributor Appointment for Greater Sydney and Surrounding Regions

Toro Australia is pleased to announce the appointment of **CEA** as the new authorised distributor for its **commercial equipment portfolio** across key regions in New South Wales.

Effective immediately, CEA will support customers across Greater Sydney and surrounding areas, including the Central Coast, Lithgow Shire, Wingecarribee Shire and down to Shoalhaven city council.

This appointment follows the recent closure of SEMCO, with all customers previously supported by SEMCO in these regions now transitioning to CEA for their commercial equipment, parts, and service requirements.

CEA brings extensive experience in equipment distribution and customer support, with a strong national footprint and a proven commitment to delivering high-quality service. Their appointment ensures continuity for customers and reinforces Toro Australia's focus on maintaining strong, localised support networks.

As part of this transition, Mark McAlister has joined CEA and will continue to be a key contact for customers across the region. With 19 years of experience working with the Toro commercial equipment range, Mark brings deep product knowledge and industry expertise. A qualified greenkeeper by trade, he understands the practical needs of customers and is focused on delivering the right solutions to meet their needs.

Mark emphasised the importance of strong customer relationships, stating: *"My priority is to ensure every customer gets the right solution for their requirements. Building long-term relationships based on trust is a key part of how I work."*

Customers can expect a seamless transition, with CEA equipped to provide comprehensive sales, parts, and aftersales support across the region.

Chris Bolden, Business Unit Manager – Sales, Toro Australia, said the appointment was an important step in maintaining strong support for customers across New South Wales.

"Our priority is to ensure customers continue to receive the high level of service and support they expect. With CEA's proven capabilities and national presence, we are confident customers across Greater Sydney, the Central Coast and South Coast regions will be well supported both now and into the future."

"We are committed to making this transition as smooth as possible and look forward to working closely with CEA to deliver ongoing value to our customers."



Robert Hough, CEA Executive General Manager Southern Region, welcomed the appointment and the opportunity to support Toro customers in the region.

“The addition of Toro commercial equipment to our range represents a significant opportunity to the CEA Sydney business. By integrating products that naturally complement our existing portfolio, we have the opportunity to enhance the total value we provide to our customers offering more comprehensive, end-to-end solutions, ensuring that we remain the primary partner for our clients’ evolving needs’.

“With experienced people like Mark joining our team, we are well positioned to build strong relationships and provide the high level of service Toro customers expect.”

Toro Australia remains committed to supporting its customers through reliable distribution partners and looks forward to working closely with CEA to deliver continued service excellence across the region.

For further information, customers are encouraged to contact Mark McAlister – CEA directly.

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