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## **Confidence high among New Holland dealers and customers at busy Royal Highland Show**

Growing confidence among New Holland dealers and customers was reflected with busy sales and interest at this year's Royal Highland Show.

The annual celebration of Scottish farming, food and countryside at Ingliston, near Edinburgh, attracted around 180,000 visitors including land managers and farmers keen to try out the blue brand's latest products.

Sixteen tractor deals were agreed during the show's run from June 20<sup>th</sup>-23<sup>rd</sup> as well as one for a round baler.

Bryson Tractors Groundcare Sales Manager John Condron sold a Boomer 35 and he said in his years at the show he had never experienced so many requests for brochures and demonstrations.

"The footfall was similar to previous years but more people were genuinely interested in purchasing equipment," he said. "The good weather helped to get people out and about.

"There was a very good reception to the products – they liked the look of them and thought they were stylish, robust and well made.

"With the dealers supported by New Holland's team, such as Product Marketing Specialist Sarah Johnson, the information available and attention to customers was outstanding."

Attracting the crowds to the popular New Holland stands was a stunning showcase of tractors: the T8.390, T7.270, T7.200, T6.155 and T5.95, as well as compact models the Boomer 3050 and Boomer 35.

Also on display were the FR700 c/w Intellifill forage harvester, CX6090 combine, the new Roll Belt 150 round baler and the Roll Bar 125 Combini.

The Roll Belt 150's show debut was extremely well received by customers and dealers alike and there was big demand to see the unit work in the field.

All New Holland's Scotland dealerships were present to meet and assist clients: Agricar Ltd, Ravenhill Ltd, Fife Tractors Ltd, Lothian Tractors Ltd, Bryson Tractors Ltd and Lloyd Ltd.

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Also at the show was UK and Ireland sales manager James Doyle. He said: "This year's was an excellent Royal Highland Show. The number of sales illustrates the upbeat mood among our dealers and customers.

"Our products got a great reception, which was very encouraging, and particularly our new machinery. I'm delighted that our ongoing technological development and improvement is giving buyers what they want.

"Having all the Scotland New Holland dealers there was a real boost for the network. Making our expert presence fully felt at events like these is important for sales and raising awareness of the top service we provide."

*New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or groundscre professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit [www.newholland.com](http://www.newholland.com)*



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