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Fruit Focus gives warm welcome to new Boomer 50 from New Holland

New Holland's brand new Boomer 50 compact tractor got a warm welcome both from the weather and visitors when it was introduced to this year's Fruit Focus.

There were a record 126 exhibitors at the East Malling Research Centre in East Malling, Kent, on Wednesday July 24th, where the Boomer 50 made its debut for New Holland dealership Haynes Agricultural Ltd.

At least one deal was agreed off the back of the show, with a T3030 tractor on its way to a local buyer. Several quotes were also requested, including for the unveiled Boomer 50 which impressed the crowds.

Fruit Focus is the UK's leading technical event for the fruit industry, annually bringing together more than 1,200 growers and industry professionals with over 115 leading suppliers.

Haynes Agricultural Ltd General Sales Manager Jeremy Cloude said: "People there were impressed with the products on display. In particular there was plenty of interest in the new, adaptable and manoeuvrable Boomer 50.

"A lot of the good response is down to its three-speed rear PTO providing up to 1,000 rpm. It's got a powerful four-cylinder engine, a tight turning circle, and ergonomic controls with a practical, easy-to-use layout.

"Farmers are starting to renew their older tractors and the new Boomer range is meeting their demands very well. It's going to be very popular."

Also attracting the crowds to the New Holland stand was the impressively versatile T4050N narrow four-wheel-drive with its exceptional array of options to refine steering – such as with the tight-turning SuperSteer™ front axle – transmission, speed, power and more.

The go-to tractor for fruit growers, the award-winning T4000 range offers perfect dimensions and unmatched manoeuvrability. Combining rugged build and excellent operator comfort it suits every specialist requirement.

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Jeremy Cloude added: “There was a lot of optimism about at Fruit Focus and it was busier than usual on what was a scorching day!

“Both the Boomer 50 and the T4050N got a great reception and we’re looking forward to displaying more new products at the National Fruit Show in October.”

Haynes Agricultural Ltd is based in Maidstone, Kent, and operates from three depots in Great Chart, Wrotham and Uckfield, serving customers across Kent and East Sussex.

New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care 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



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Press contacts:

Sara Sebastianelli, New Holland Agriculture. Phone: 01268 295 268,
email: sara.sebastianelli@newholland.com

Tracy Mannion or Sam Nickerson at Remarkable Public Relations. Phone: 01962 893 893,
email: tracy.mannion@remarkablegroup.co.uk or sam.nickerson@remarkablegroup.co.uk

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