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Oh Brothers! New Holland tractor joins Notting Hill carnival parade

Joining the world famous music and colour of the weekend-long Notting Hill carnival this year was the blue of a New Holland tractor.

The appearance in London was part of an on-going tour by a cider-making group of young brothers who have been loaned the British-built T7.200 by [New Holland](#) to travel around England promoting their seven-flavour [Brothers](#) range of cider.

Francis, Jonathan, Matthew and Daniel Showering, from Somerset, have been handing out free samples and barbecued sausages on the tour and on Saturday they took the tractor on a whistle-stop tour of the capital's hot spots and highlights.

On bank holiday Monday the brothers and the New Holland T7.200 joined the main parade, following Pepe Francis's steel band and towing the Brothers Cider trailer.

Sara Sebastianelli, New Holland Brand Communications UK & ROI, said: "It was brilliant to see our British-built T7 tractor take a tour of London's landmarks and take its place amongst all the colour and fun of the carnival.

"We were delighted to team up with the Showering family and loan our kit to support them in promoting their traditional, family-run British business around the country."

Managing the brothers' [Taste of Somerset tour](#) is Toby Crowther, associate director of Sketch Events. He said: "The New Holland tractor has been a huge draw on the tour, people generally don't get the chance to be up close to such powerful machines and were excited to get the chance to see one up close - it's really very impressive!"

Cider has been made in Somerset by the Showering family since 1658. The tour began in July and, after the Notting Hill carnival, the next stop for the tractor and the brothers is the University of Lincoln on Sunday September 14th – before a series of other stop-offs at universities around the south of England and the Midlands.



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