

APRIL 2016

Lloyd agricultural dealers crowned winner in New Holland's Dealer of the Year Awards

- *New Holland announces Lloyd Ltd as Large Volume Tractor and Harvester Dealer of the Year 2015*

The team at Lloyd Ltd is celebrating after being crowned New Holland's Large Volume Tractor and Harvester Dealer of the Year 2015.



The prestigious accolade is in recognition of the dealerships' outstanding achievements in sales performance and the delivery of exceptional customer service throughout the past 12 months.

New Holland UK and Ireland Managing Director Andrew Watson said: "The broad reach of our network means that our customers are never more than 25 miles away from a New Holland dealer. Our dealers range from small to large, with some relatively new, and some family-run businesses that are almost a century old. Our common objective regardless of size, location or age is to provide the best possible products to support the market and our valued customers."

Lloyd Ltd celebrated its 50th Anniversary in 2014 and has grown considerably over the past five decades. Founded in Carlisle in 1964 as a tractor dealership, Lloyd Ltd has retained its reputation as a family-run business with local roots, while expanding its operations to a total of seven branches across the North of England and South of Scotland.

The company is a main dealer for New Holland and supplies a full range of new and used equipment and machinery to support industry sectors covering agriculture, groundcare, construction and materials handling.

Speaking of the award win, Managing Director Barry Lloyd said: "Winning this award acknowledges the entire team's hard work and commitment to offering the best service possible. It's a real reward for their

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dedication, expertise, and commitment. These awards are only achieved by delivering consistent, industry-best results and we are delighted that we have done that again.

“Our customers have been asking for innovative machinery and we’re excited to be able to offer them New Holland’s latest products, including the recently launched T7 Heavy Duty tractor, as well as the new CX Combine and Forage Cruiser, which are at the forefront of the agricultural machinery industry.”

“Crowning a single dealer as the overall winner for each individual category can be a challenge,” said New Holland’s Andrew Watson. “All our dealers continue to impress us year after year and as such we consider the runner up position as an equally impressive achievement.”

Ravenhill was named as runner-up in the Large Volume Tractor and Harvester category.

Award winners for 2015 also include:

- Medium Tractor and Harvester Dealer of the Year – **C&O Tractors Ltd**
- Medium Tractor and Minor Harvester Dealer of the Year – **Fife Tractors**
- Tractor Dealer of the Year – **MC&S Agri Sales**

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More information on Lloyd Ltd can be found at <http://www.lloyd.ltd.uk>. Additional information on New Holland can be found by visiting its website at www.newholland.com/uk.

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