

APRIL 2016

Fife Tractors crowned winner in New Holland's Dealer of the Year Awards

- *New Holland announces Fife Tractors Ltd as winner in the Medium Tractor and Minor Harvester Dealer of the Year award for 2015*

The team at Fife Tractors Ltd is celebrating after being crowned New Holland's Medium Tractor and Minor Harvester Dealer of the Year 2015.



The New Holland Dealer of the Year Awards are part of an ongoing program to highlight the achievements of its dealers.

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."

With a dedicated team of 28 employees, the Fife Tractors trades from its head office in Cupar. The company has been a New Holland main dealer since 1971, providing tractors, combines, balers, telehandlers, groundcare equipment and precision land management products. Its rural location combined with the team's vast experience allows Fife Tractors to secure a large share of the market in the local area.

Speaking of the award win, Sales Manager Davie Ferguson said: "At Fife Tractors, we aim to provide a prompt, practical service to all our customers. Having won a special recognition award in previous years, we're proud to have received this prestigious New Holland Dealer of the Year Award. It is a positive recognition of our team's hard work and we look forward to challenging ourselves to achieve even better results and continuing to offer a high class service."

PRESS RELEASE

“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.”

Leicestershire-based RES Tractors was named as runner-up in the Medium Tractor and Minor Harvester category.



Award winners for 2015 also include:

- Large Volume Tractor and Harvester Dealer of the Year: **Lloyd Ltd**
- Medium Tractor and Harvester Dealer of the Year: **C&O Tractors Ltd**
- Tractor Dealer of the Year: **MC&S Agri Sales**

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More information on Fife Tractors can be found at www.fifetractors.com.

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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