



19th March 2013

## **Customers join New Holland family dealership to celebrate its 50<sup>th</sup> year**

A sea of blue tractors, balers and combines were on show outside the family-run Hallmark Tractors dealership to celebrate the Leicestershire company's 50<sup>th</sup> year.

Since it was founded by Lesley Hall in 1963 at the premises in Ashby de la Zouch where the business is still based, it has stayed faithful to New Holland and its forerunners and gone from strength to strength.

It is one of the longest-established family-run dealerships in the Midlands and today Mr Hall's three grandchildren, John (52), James (44) and Jeremy (53), are still involved after taking over from their father, David, who died in 1998.

Two special open days on March 6<sup>th</sup> and 7<sup>th</sup> marked the anniversary by showcasing a huge range of New Holland machinery, plus special offers and a prize draw for a ride-on mower.

The technological progress was also highlighted with a tractor from 1964 – nearly as old as the company – parked next to one of New Holland's latest innovations, a T7.235 AutoCommand.

The company now has two branches, with its second in Cubley, Derbyshire, and is one of three New Holland dealers in the UK to have carried the franchise since 1963.

It has developed over the years by adapting to farmers' changing needs and regularly revamping its historic HQ in Ashby de la Zouch, which was recently added to with a dedicated shop.

Managing director John Hall said: "This is a very proud moment for Hallmark Tractors and its family, staff and customers. Over the last 50 years we've stayed true to helping farmers get the best results by providing the best service possible.

"As a New Holland dealership, the reliability, efficiency and state-of-the-art technology that comes with the blue brand has been a vital part of that success. We're looking forward to another 50 years!"

Press Release



Dealer Principal and managing director Jim Nash added: “Hallmark Tractors has had to adapt over the years to keep in step with the changes in farming, such as bigger farms requiring bigger machines and new mixes of arable and animal agriculture.

“But throughout we have stayed close to the community and offered a committed and personal service that has made us the go-to dealership in the Midlands.”

*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](http://www.newholland.com)*



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