

1 November 2013

## Top UK vegetable grower chooses fleet of 32 New Holland tractors

A mighty fleet of 32 New Holland tractors has been delivered in a major deal with one of the UK's biggest growers of carrots and parsnips.

Cambridgeshire dealership [G & J Peck Ltd](#) recently handed over the variety of sophisticated T6 and T7 tractors to [Alan Bartlett and Sons Ltd](#) in a deal signed earlier this year.

The transaction means the family-owned operation based at Great Acre Fen, Chatteris, Cambridgeshire, is now entirely running with New Holland, after several competitive make tractors were replaced by the brand.

The 32-tractor order comprised a variety of models: T6.165 Electro Command, T7.200 Power Command, and T7.235 Power command and Auto Command. All have 50kph transmissions for faster haulage and cycle times.

For Director Ollie Bartlett, one of business founder Alan Bartlett's two sons, it was having had the confident experience of New Holland's reliability, fuel efficiency and good value that made the difference.

He said: "We had a fleet of New Holland's before and we have had a relationship over a number of years with Pecks. We had a couple of options, but in the end it was down to the competitive pricing and the fact that the last fleet of tractors had proved to be reliable with no major issues. Fuel efficiency was a big factor in our decision too. We are pleased with them.

"We have been speaking to Pecks for a number of years and we have kept that relationship going. Pecks gave us the best price and the after-sales service has been good – there are no faults.

"We shopped around. Value was really important to us. We knew what we were going to find with the New Holland product – reliability, and that's key to us. We can't afford to be without a tractor."

As the cropping is very specialised the tractors had to be matched to a wide variety of implements and tasks: from cultivating and harvesting to drilling and removing straw from carrot beds.

Specifications included front linkage and PTO units, creeper transmissions, specialist row crop wheels for the best crop clearance, and Sidewinder II armrest controls for precise input of hydraulic flows and operator convenience.



PRESS RELEASE

Maximising fuel savings meant that matching up horsepower requirements and the inclusion of Tier 4 Adblue engines were important too – not just for efficiency but also to support the Bartletts' green eco strategy for customers and partners.

G & J Peck Ltd has its head office in Ely and has been selling new and used quality agricultural machinery since 1846. New Holland Sales Manager Stewart Barnett said: "Reputation is vital in this business so we're delighted New Holland's proven capabilities met the Bartletts' expectations so well.

"We would also like to think that after many years of trading with Bartletts, our after sales support and relationship gave them the confidence to invest in such a massive project."



*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)*

PRESS RELEASE



<http://it.youtube.com/user/NewHollandAG>



[www.flickr.com/photos/newholland](http://www.flickr.com/photos/newholland)



<http://www.facebook.com/NHAgriUKandROI>



<http://twitter.com/NewHollandAG>



<https://plus.google.com/117086178528241801087/posts>

**Press contacts:**

Sara Sebastianelli, New Holland Agriculture. Phone: 01268 295 268,  
email: [sara.sebastianelli@newholland.com](mailto:sara.sebastianelli@newholland.com)

Harriet Saywell-Lee or Claire Bradley at Remarkable Public Relations. Phone: 01962 893 893,  
email: [Harriet.saywell-lee@remarkablegroup.co.uk](mailto:Harriet.saywell-lee@remarkablegroup.co.uk) or [Claire.bradley@remarkablegroup.co.uk](mailto:Claire.bradley@remarkablegroup.co.uk)