

Basildon: 5th August 2014
Subject: New dealer appointment

Case IH appoints a new dealer in The Borders

Case IH has announced the appointment of a new dealer to cover The Borders and North Northumberland. G Marshall (Tractors) Ltd is based in St Boswells, Roxburghshire.

Founded in the late 1970s as an agricultural engineering business, G Marshall (Tractors) Ltd is owned by George Marshall and his wife Shelia. Their son David has recently joined the company. The business operates from purpose-built dealership facilities on the Charlesfield Industrial Estate, comprising a showroom, offices, workshop, parts department and storage.

A well-resourced, modern agricultural machinery dealership, the company has made a large investment in the Case IH franchise and recruited new staff to support owners with a full sales, service and parts back up service.

From a farming background, George Marshall states: "We are delighted to have been appointed by Case IH. In this area we have a strong base of farmers who understand the value of investing in new technology, where knowledgeable dealers with the right advice and products play an important role.

"The farming area is one of the best stock areas of the country and we also have some of the best arable land in the UK, mainly operated by larger farming units. This represents a very strong base of existing and potential customers who will benefit from the fact that we now handle the full range of Case IH products.

"In addition to Case IH tractors from 55hp to almost 700hp we are also able to offer customers the highly regarded Axial-Flow™ range of combines, the RB-Series round balers and LB-Series rectangular balers, together with the new Farmlift range of telescopic loaders which were launched at LAMMA 2014."

Barry Ward, Area Sales Manager – Northern England & South East Scotland for Case IH, adds:

“We are delighted to welcome G Marshall (Tractors) Ltd to the Case IH dealer network. This very well-known business has an excellent reputation which fits in well with our existing network and provides customers in The Borders and North Northumberland with first-class sales and service facilities.”

ENDS:

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NOTES TO EDITORS

Case IH is the professionals' choice, drawing on more than 160 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions to be productive and effective in the 21st century.

More information on Case IH products and services can be found online at www.caseih.com
Press releases and photos are available at <http://mediacentre.caseiurope.com>

Case IH is a brand of CNH Industrial N.V., a world leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com



George Marshall (left) with his son David Marshall