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PRESS RELEASE

Leading Case IH dealer Collings Brothers announces the acquisition of Woodlands Brigstock Ltd

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Collings Brothers of Abbotsley Ltd, the Cambridgeshire-based Case IH dealership, has acquired Northamptonshire-based Woodlands Brigstock Ltd in a move which will further improve the service they offer to customers across their respective trading areas.

Collings Brothers, which has branches at Abbotsley and Chatteris, announced the purchase of Woodlands Brigstock, which operates a single outlet at Brigstock, to staff of both companies earlier this week. Staff at both Collings Brothers and Woodlands will be unaffected by the deal between the two businesses.

Collings Brothers opened for business in 1930 and added a second depot on the Dock Road Industrial Estate in Chatteris during 1991, the year it was awarded the franchise for the industry-leading Case IH range of tractors, combine harvesters and balers.

Employing 26 staff at its two branches, Collings Brothers serves primarily large arable farms throughout Cambridgeshire, Hertfordshire, Bedfordshire and Northamptonshire. By nature of its customer base the company specialises in the Case IH range of Axial-Flow® high-performance combines, Quadtrac® high-horsepower tractors up to 700hp, together with Case IH rigid-chassis Magnum and Puma models.

Woodlands, which started in the 1920s and entered the agricultural sector in the 1960s, employs eight staff at Brigstock, from where it serves a wide range of farming customers across Northamptonshire and Leicestershire, ranging from large arable-only businesses to smaller livestock and mixed holdings.

"Farmers have become increasingly professional in terms of how they manage their businesses and expect their suppliers to adopt a similar approach," explains Tony Fincham, Sales Director of Collings Brothers. "We believe that the acquisition of Woodlands will compound the synergy which already exists between us and help to achieve that objective. The key is to enhance our existing customer base by continuing to deliver the excellent sales advice and service support which is now so important.

"Collings Brothers has earned a very strong reputation over the years and is now widely recognised as a leading agricultural machinery specialist for large-scale arable farms, while Woodlands' customers appreciate the excellent service and support that they have received from this dedicated family business."

Commenting on the announcement Richard Beadman, Business Director for Case IH in the UK and ROI, stated:

“Case IH is at the forefront of developments in agricultural machinery technology and relies on its strong network of highly-professional dealers. We are therefore delighted to see two highly-respected dealerships coming together as it will enable customers to benefit from an even higher level of sales and service support.”

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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 online at <http://mediacentre.caseiurope.com>



Peter Smith (left) of Woodlands Brigstock Ltd with Tony Fincham of Collings Brothers of Abbotsley Ltd