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PRESS RELEASE

Rabbitt Tractors takes on Case IH franchise in Galway and Roscommon



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Rabbitt Tractors at Ballydavid, Athenry has been appointed as a main dealer for the Case IH range of agricultural equipment in Galway and Roscommon.

A family-run business operated by Patrick Rabbitt, his wife Phyllis and their two sons Rabbitt Tractors has years of experience in the agricultural sector. Now very well known in the region it opened for business in 1974, initially importing tractors and machinery from the UK before holding two agencies successfully until the mid-1990s. It was then that Patrick Rabbitt again decided to concentrate on the second-hand market, which he has done ever since.

With a large forecourt, together with on-site workshop facilities and a dedicated parts department, Rabbitt Tractors has a very strong customer base, many of whom have remained loyal to the business since it opened its doors almost 40 years ago. Explaining his reasons for taking on the Case IH franchise, Patrick Rabbitt states:

“There is an old saying that ‘the day you buy is the day you sell’ and this is definitely true in the tractor business, where resale values are very important. Before we took on Case IH we were offered two other dealerships but the resale values of their products simply could not compete. Case IH has a very loyal following, so demand is always strong and second-hand values are excellent, which means that ownership costs are relatively low and customers remain loyal.

“Case IH has a great range of tractors from 55hp to almost 700hp to suit all sizes and types of farm. Having seen for ourselves how satisfied farmers are with Case IH products and because of our experience with the range, taking the Case IH agency was a natural progression.

“The best-sellers will undoubtedly be the Farmall A and Farmall U because they offer farmers in the West of Ireland everything they need, at an affordable price. All Case IH equipment benefits from a parts and service back up which is second to none. We can order a part up to 6pm and have it at our door at 8am the next morning, which allows us to offer the excellent service that is so vital in being able to look after our customers.”

“We are delighted to welcome Rabbitt Tractors to the Case IH dealer network,” comments Sean Byrne, Area Sales Manager for Case IH. “It is a very well-known business with an excellent reputation and fits in well with our existing network, providing customers in the West of Ireland with first-class sales and support facilities.

“Farmers in Ireland appreciate the qualities of the Case IH range, particularly the Farmall models from 55hp to 115hp which offer excellent value, versatility and performance. The 95 A, U 105 and U 115 will be especially popular with Rabbitt Tractors’ customers and further increase our share of the market in this region.”

ENDS

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>



Patrick Rabbitt, founder of Rabbitt Tractors in Galway and Roscommon