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New Holland Agriculture Appoints New Distributor in Serbia and Montenegro

- *New Holland appoints Agroglobe of MK Group as exclusive importer and distributor in Serbia and Montenegro*
- *Agroglobe opens new modern showroom and service centre dedicated to New Holland Agriculture in Novi Sad*

New Holland has further strengthened its presence in Serbia and Montenegro with the appointment of Agroglobe, part of MK Group, as exclusive importer and distributor in these countries. The announcement was made at the inauguration of a new modern showroom and service centre in Novi Sad, which is considered the capital of Serbian agriculture and where Agroglobe is headquartered.

Agroglobe will sell and support the full range of New Holland tractors and a selection of its agricultural equipment to meet the needs of Serbian and Montenegrin agriculture. The company will provide purchasing advice as well as parts and technical support with its dedicated team of sales people and technicians trained by New Holland and based at its new 4,000 square metre showroom and service centre.

Carlo Lambro, Brand President of New Holland Agriculture, stated: "We are confident that in Agroglobe we have the perfect partner to take our support of farmers in Serbia and Montenegro to a new level. For the success of such a collaboration, it is very important to have as reliable and stable a partner as Agroglobe. With this new alliance our ties to these countries become even stronger; together we are investing in a future serving the evolving needs of farmers and build an even closer relationship with our customers."

Bozidar Kostic, General Director of Agroglobe, added: "This alliance fits within our plans to support the development of Serbian agriculture. It completes our offering to farmers, which will now extend beyond seeds, fertilisers and plant protection products to include New Holland's top-notch equipment, raising agricultural production to the next level."

Photos:

Carlo Lambro Brand president New Holland Agriculture

Bozidar Kostic, General Director of Agroglobe



PRESS RELEASE

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



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