

April 2016

New Holland celebrates its dealer-network success with national awards

- *New Holland announces winners of Dealer of the Year Awards*
 - Large Volume Tractor and Harvester Dealer of the Year – Lloyd Ltd
 - Medium Tractor and Harvester Dealer of the Year – C&O Tractors Ltd
 - Medium Tractor and Minor Harvester Dealer of the Year – Fife Tractors
 - Tractor Dealer of the Year – MC&S Agri Sales



PRESS RELEASE

New Holland has celebrated the success of its network of agricultural dealers across the UK and Ireland with the presentation of four awards in recognition of excellence in performance and service quality.

The four award-winning dealers have been selected from New Holland's network of 62 dealerships covering 131 locations throughout the UK and Ireland.

The New Holland Dealer of the Year Awards are part of an ongoing program to highlight the achievements of its dealers.

New Holland UK and Ireland Managing Director, Andrew Watson said: "The broad reach of our network means that our customers are never more than 25 miles away from a New Holland dealer. Our dealers range from small to large, with some relatively new, and some family-run businesses that are almost a century old. Our common objective regardless of size, location or age is to provide the best possible products to support the market and our valued customers."

Simon Miller, Dealer Principal at Lloyd Ltd, winner of the Large Volume Tractor and Harvester Dealer category said: "Winning this award acknowledges the entire team's hard work and commitment to offering the best service possible. It's a real reward for their dedication, expertise, and commitment. These awards are only achieved by delivering consistent, industry-best results and we are delighted that we have done that again."

C&O Tractors' Managing Director Andy Coles said: "We are delighted to have won the Dealer of the Year award. It is a fantastic achievement for us and it was made possible by the team's dedication and hard work. I'm incredibly thankful to our customers for their support over the years, which has helped us grow into a business that each and every employee is proud to be a part of."

Fife Tractors was awarded the Medium Tractor and Minor Harvester Dealer Award. Sales Manager Davie Ferguson said: "At Fife Tractors, we aim to provide a prompt, practical service to all our customers. Having won a special recognition award in previous years, we're proud to have received this prestigious New Holland Dealer of the Year Award. It is a positive recognition of our team's hard work and we look forward to challenging ourselves to achieve even better results and continuing to offer a high class service."

The Tractor Dealer of the Year award went to Cork-based MC&S Agri Sales. Speaking of the award win, Sales Director John McCarthy said: "To be named as New Holland's Tractor Dealer of the Year is a fantastic achievement and recognises our team's commitment. The latest New Holland range has presented an opportunity to supply our clients with the highest quality machinery, which is our main objective. It's another positive step towards the constant self-improvement that allows us to offer the highest quality service to the market."

"We're particularly grateful for the support we received from our New Holland sales manager, Liam Hayde. 2015 was an exceptionally successful year for us and the team truly outdid themselves in terms of performance, which has been duly recognised through this prestigious award."

"Crowning a single dealer as the overall winner for each individual category can be a challenge," said New Holland's Andrew Watson. "All our dealers continue to impress us year after year and as such we consider the runner up position as an equally impressive achievement."

Runners up for 2015 include:

- Large Volume Tractor and Harvester Dealer of the Year – Ravenhill Ltd
- Medium Tractor and Harvester Dealer of the Year – The Burdens Group Ltd
- Medium Tractor and Minor Harvester Dealer of the Year – RES Tractors
- Tractor Dealer of the Year – J G Plant

ENDS

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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