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A fleet of 40 New Holland tractors to Butali Sugar Mills in Kenya

New Holland Agriculture sold a fleet of 40 TS6 tractors to Butali Sugar Mills Ltd (BSML) through its distributor in Kenya, CMC Motors Group. This new fleet of TS6 tractors boost the operations of Butali Sugar Mills, a Western Kenya based and largest New Holland TS6 tractors customer in the region.

The tractors were handed over during a ceremony in BSML's factory in Kenya attended by Butali Sugar Mills Managing Director, Mr. Sanjay Patel, CMC Motors Divisional Manager, Mr. Alexander Makaa and New Holland Agriculture Africa Business Manager, Yasin Şeker, as well as the national broadcast and print media.



PRESS RELEASE

TS6: strong, simple and customised to operate in tough conditions

Butali Sugar Mills has a raw cane crushing capacity of over 8,000 tonnes of cane per day and a fleet of 360 operational units. The purchase of the 40 TS6 2WD tractors will enable to increase BSML's cane development and haulage capacity.

TS6 tractors are hardworking, strong tractors that will pay their year-round and customized to operate in the tough conditions of Africa. TS6 series tractors are available with a wider selection of transmissions 8x8 Mechanical Shuttle, 8x8 Hydraulic Shuttle and 16x8 DualPower™ Hydraulic Shuttle. The dedicated left hand shuttle provides easy forward/reverse shifting of the fully synchronized transmission. The operator compartment with an easy access to controls provides an ergonomic and comfortable work environment that reduces operator fatigue. The TS6 tractors are built to continuously power through the application day after day, whether it is used for land preparation, cultivation or haulage. An optional auxiliary fuel filter with multi stage pre filter and water separator is also available to protect the engine from the effects of low quality fuel.

Mr. Sanjay Patel, Managing Director of Butali Sugar Mills said that the delivery of an additional 40 units of tractors now pushes the company's transport fleet to 400 operational tractors, significantly raising BSML's capacity to serve more than 30,000 contracted out growers (through Butali Sugar Out Growers Ltd (BSOL) in the West Kenya sugar belt.) and continued: "At Butali Sugar, we are actively investing in such efficient and versatile transport options as part of our commitment to pass the benefits of an efficient production process to our customers and farmers."

Yasin Şeker, New Holland Africa Business Manager added: “New Holland has built a strong presence in Kenya which is one of the most important markets in Middle East and Africa region and constantly providing crucial product improvement feedbacks. This plays a key role to enhance New Holland’s commitment to continue innovating and adapting to market demands. Overall the challenging market situation, New Holland is in a strong position to maintain its performance through its products like TS6 tractors which has earned a reputation for reliability in haulage application, and continue to invest in Kenya in support of our local distributor CMC Motors Holding.”

Success of farming is at the heart of local dealers

CMC Motors has been selling and supporting New Holland products in Kenya for over 70 years. They have the capacity to meet all requirements of large scale farming businesses such as BSML with a full range of services that accompany customers from the purchasing stage right through to the end of the machine’s life cycle.

Mr Sanjay Patel said: “Our association with CMC Motors and New Holland Agriculture is founded on the delivery of proven performance tractors as well as reliable field and workshop service and parts that afford us a round the clock crushing guarantee to meet growing market demand for quality Butali Sugar products.”

CMC Motors Divisional Manager, Alexander Makaa noted that New Holland Agriculture’s formula for outstanding performance in agricultural and related accessories involves mixing raw power and superior control with the ultimate in customer flexibility. The TS6 Series tractors are a natural choice for livestock, arable or related agricultural contracting applications. The locally available New Holland Agriculture tractor models feature a wide selection of transmissions and front axle options allowing customers to enhance their field productivity.

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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