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## **New depot for Russells (Hallmark Tractors) expands New Holland dealership into Northamptonshire**

- *New Holland dealer Russells Ltd (Hallmark Tractors) expands territory into Northamptonshire*
- *New depot at Rothwell, near Kettering will service the territory*

New Holland dealer Russells Ltd (Hallmark Tractors) has signed a deal to expand its territory into Northamptonshire, covering the area around Wellingborough.

Just 18 months after Hallmark Tractors joined the Russells group, the New Holland dealership will expand its business and territory with the construction of a new depot in Rothwell, near Kettering. The depot will serve New Holland customers in Northamptonshire and the surrounding area.

The new depot will be operational in time for the main harvest season, with full sales, parts and service facilities offered. Andy Loxton will manage sales, Mark Harris the service department and Brian Lenham the parts operation. All the staff have a vast amount of experience of the New Holland brand in the local area.

Paul Russell, Russell Ltd's Dealer Principal, says of the expansion: "We are confident that we have the right people in place to be able to deliver a professional service and are looking forward to promoting the New Holland brand in the new territory. Jim Nash and the team at Hallmark Tractors have done a great job and are relishing the challenge this new opportunity presents."

Andrew Watson, New Holland Business Director UK and Ireland says: "We are extremely excited about the new developments within the Russell's family. We are sure the new depot will be very successful as it covers a key area for New Holland. The Hallmark and Russells teams are exceptionally knowledgeable and they will surely offer great opportunities and a new level of service to all customers in the area."



PRESS RELEASE

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