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New Holland dealer M&S Machinery to become Harvester dealer in Ireland

- *M&S Machinery to expand product offering to become a Harvester dealer in Ireland*

New Holland is delighted to announce the appointment of M&S Machinery of Cashel, County Tipperary, as a Harvester dealer for New Holland in Ireland, specializing in the sales and service of our leading Combine harvesters, Forager harvesters and Baler products.



Established in 1980, M&S originally started out as a Fiat Agri dealer. They have since evolved into a New Holland dealership offering the current range of both New Holland's agriculture and construction ranges. In 2015, they expanded their operating area to the county of Limerick, bringing their experience further afield.

Being a family business, M&S Machinery is always striving to improve itself, offering professional after sales service and extensive parts stock.

Pat Slattery, M&S Machinery's Dealer Principal, says about 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 of Harvester in the new territory. Myself and the rest of the team at M&S are relishing the challenge this new opportunity presents and look forward to the challenges ahead."

Andrew Watson, New Holland Business Director UK and Ireland says: "We are pleased to announce that M&S Machinery have agreed to become a New Holland Harvester dealer. Our product range of Combines, Foragers and Balers is already well-established throughout Ireland and the rest of Europe and together with the team at M&S Machinery, who themselves are a long established and respected dealership in Ireland, there will surely be great opportunities and a new level of service to all customers in the area.'

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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