

Basildon, 12 December 2017

## **D & E McHugh of Longford appointed as Case IH dealer**

The Case IH product range is to be sold and serviced in a new territory in the Midlands, thanks to the appointment of D & E McHugh in picturesque Co Longford.

Based just outside Longford town, D & E McHugh is a family-run business with over 48 years' experience in agricultural machinery. Brothers, Derek & Elliott who founded the business still actively work in the company that is now managed by Derek's son, Trevor. Their input ensures that a real focus on traditional customer service is maintained.

"D & E McHugh is a natural fit for us," says Seán Byrne, Case IH's Sales Area Manager for Ireland. "While the centre of their territory is ideal for our award-winning mid-range Maxxum range, there are many farms that would suit our larger Puma tractors or smaller Farmalls."

Trevor McHugh says: "The decision to team up with Case IH was an easy one for us as the brand offers a premium quality product range with a true customer focus – the same values that our business was built on. We are excited to be able to offer the Case IH range to new and existing customers in Longford, Leitrim, Cavan, Roscommon & Westmeath. Our experienced team are trained and ready to support existing Case IH customers in our area, as well as introduce new customers to the world of Case IH."



PRESS RELEASE



*Trevor McHugh, Derek McHugh, John McDermott (Sales Manager) (L-R)*

**ENDS:**

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Press releases and photos: <http://mediacentre.caseiheurope.com/>

Case IH is the professionals' choice, drawing on more than 170 years of heritage and experience in the agricultural industry. We provide a powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found at [www.caseih.com](http://www.caseih.com).

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