

Basildon, 5 January 2018



Left to right: Barth Landy, General Manager, CFMC; Seán Byrne, Area Manager CASE IH; Jon May, Dealer Development Manager, Case IH; Walter Furlong, Director, CFMC; Kevin Cooney, Director, CFMC; Andrew Parsons, CBU Manager, Case IH.

Case IH appoints the Cooney Furlong Machinery Company as dealer for Wexford, Wicklow and Carlow.

The Cooney Furlong Machinery Company has been appointed by Case IH as main dealers for their range of tractors and machinery, covering Wexford, Wicklow and Carlow.

Based at Enniscorthy, it already operates a well-established Vaderstad dealership. It was founded in 1998, and directors Kevin Cooney and Walter Furlong have between them over 50 years' experience in the agriculture sector, covering seed, grain and fertilisers as well as machinery.

“We are delighted to welcome the Cooney Furlong Machinery Company into the Case IH family,” says Seán Byrne, Case IH’s Sales Area Manager for Ireland. “They have a strong reputation in the area, and provide a high standard of after-sales support and service. This will be enhanced by the new showrooms, service and parts facility currently under construction on the Old Dublin Road in



PRESS RELEASE

Enniscorthy. The location is ideal for customer service with a dedicated team of sales, service and parts experts providing a 24/7 service. As well as outright purchase, customers can choose a competitive HP package, or hire.”

“It is great news,” adds Walter Furlong, the new dealership’s Managing Director. “Case IH is a world-famous brand of tractors, which is already well-known in the South East due to their proven reliability and performance. The range offers farmers award-winning machines with many important innovations including the Multicontroller joystick, Continuous Variable Transmission (known as CVX), and the unique Hi-eSCR exhaust gas treatment system.

“Just recently, the new Maxxum with ActiveDrive 8 transmission won the prestigious Machine of the Year at the Agritechnica show in Germany, and the DLG testing authority stated that it is the most fuel-efficient 4 cylinder tractor they have ever tested. With ever-higher input costs, economy is increasingly important to today’s farmers. Our focus will be on providing solutions to all of our customers while continuing to provide a service that reflects the high standards of our two brands.”

ENDS:

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.

Case IH is a brand of CNH Industrial N.V., a world leader in capital goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.
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