

MEDIA RELEASE

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Intersales and O'Connors crowned 2016 Case IH Dealers of the Year

Case IH dealers Intersales and O'Connors have taken out Dealer of the Year titles at a ceremony held at Uluru last Thursday night.

O'Connors has won the Case IH Dealer of the Year Award in the category for dealers with three or more branches. Established in Birchip, Victoria in 1964, the family-owned business has since expanded to include branches in Warracknabeal, Horsham and Shepparton in Victoria plus Corowa, New South Wales and Bordertown in South Australia.

Meanwhile, the winner of the Dealer of the Year Award for dealers with one or two branches was New South Wales' Intersales, who have dealerships located at Temora and Leeton. Since their establishment 40 years ago, Intersales have grown to employ over 45 people in their business.

The Dealer of the Year results rely on an objective ranking, based on factors including finance and business management, performance in sales and marketing, and parts and servicing, Advanced Farming Systems (AFS) Certification and total market share.

Bruce Healy, Case IH Brand Leader - ANZ, said, "As was proven tonight, O'Connors is a strong dealer group. With multiple branches that are well presented and excellent sales procedures in place, the potential for their future growth and success is clearly evident.

"Intersales performed very well when ranked against their peers, and are setting a standard in areas including finance and business management, and sales and marketing. They should be very proud of their achievements in 2016," Bruce said.

O'Connors' Dealer Principal, Mark O'Connor, said "This is a category where all of the finalists would be worthy winners so we're very pleased with the result. O'Connors strives to develop best practice by putting people and teams in place to promote the Case IH brand because we believe in it. During our 50 plus years in business we have formed a strong partnership with Case IH and by working closely with them, we've been able to grow stronger as a business."

Intersales Temora's Sales Manager, Trevor Morton, said "This result has really been a team effort; from workshop to spare parts to sales, it's all gelled together. The backup and support we've received from the Case IH team has been terrific, and has helped us achieve our goals. We've worked hard to get here, so we're very happy."

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Other top performers in the dealer with three or more branches category included South Australia's Ramsey Bros and Kenway & Clark from New South Wales.

South Australian dealership Larwoods Ag Services was a finalist in the category for dealers with one or two branches.

O'Connors has also taken out the award for Case IH Parts and Service Dealer of the Year for their demonstration of excellent parts sales results, which can be attributed to good communication between their parts, service and machinery sales departments.

Finalists in the parts and service category included South Australia's Lyndoch Motors and Kenway & Clark from New South Wales.

The winner of the CNH Industrial Capital Dealer of the Year for three or more branches was Kenway & Clark. Kenway & Clark own dealerships in Moree, Inverell and Wee Waa in New South Wales and in Goondiwindi, Queensland. Established in 1960, the dealership is performing well with customers in the northern New South Wales and southern Queensland areas due to its approach to business of selling the entire "Case IH package".

The CNH Industrial Capital Dealer of the Year for one or two branches was awarded to New South Wales dealer Carruthers Machinery, who own dealerships in Young and Cowra.

Once again, the Farmall Sales Achievement Award has been awarded to McDonald Murphy Machinery Bundaberg, Queensland, who also took out the 2015 award. The region is the Farmall "capital of Australia", with the dealership having sold the most Farmall tractors of any Case IH dealership in Australia in both 2015 and 2016.

For more information see your local Case IH dealer or visit www.caseih.com.

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Drawing on 175 years of heritage and experience in the agriculture industry, Case IH provides 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 required to be productive in the 21st century. More information on Case IH products and services can be found online at www.caseih.com.

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