

## Ramsey Bros and Agricultural Requirements crowned Case IH Dealers of the Year

South Australia's Ramsey Bros has won the Case IH Dealer of the Year Award (for three or more branches). Established in 1950, the family-owned business has six branches and a strong share of the SA market. The dealership is also very community focused, supporting local sporting clubs, schools and groups, and has been a Gold Sponsor of the Variety Bash and Variety 4WD Challenge children's charity fundraising events since 2014.

Ramsey Bros General Manager, Mark Ward, said "We're honoured to be a part of the Case IH dealer network and to receive this prestigious award. We've had a very consistent year which reflects the exceptional team work of our 84 staff across our six branches."

Bruce Healy, Case IH Brand Leader - Australia, said, "All Ramsey Bros' branches are well presented, with a fresh look and feel. The business has strong sales procedures and more potential for growth."

Winner of the Dealer of the Year Award (for one or two branches) was Agricultural Requirements.

Established in Queensland's Lockyer Valley in 1948, the high-volume business has exceptional market penetration, achieved through proactive sales planning with their customers to ensure they get the machine best suited to their requirements. Strong staff retention and high morale contribute to its performance, with Case IH the number one tractor brand in the Lockyer Valley.

Many staff actively participate in the community, including playing in local sporting teams, coaching junior sport, and driving community events and initiatives.

Agricultural Requirements General Manager, Noel Baines, said "we're proud to employ 42 local people within our dealership and it's through their dedication and team work that we've been able to achieve this award."

Bruce Healy said, "Agricultural Requirements' workshop service continues to set the standard in the Valley."

Finalists for the major Dealer of the Year Award (for three or more branches) were O'Connors in Victoria, Kenway & Clark in New South Wales and Wideland Ag across New South Wales and Queensland.

Finalists for Dealer of the Year Award (for one or two branches) were Rocky River Ag Services in South Australia, Intersales in New South Wales and Farmers Centre WA Pty Ltd in Western Australia.

CNH Industrial Capital Dealer of the Year was won by Farmers Centre WA which was established in 2000 and is performing well with customers in the Esperance area due to its approach to business of selling the entire "Case IH package".

Case IH Parts & Service Dealer of the Year was taken out by St George Machinery Centre in Queensland, which demonstrates excellent parts sales results, in part driven by good communication between parts, service and machinery sales. The well-known dealership's staff include two school-based apprentices.

McDonald Murphy Machinery of Bundaberg, Queensland, has won the Farmall Sales Achievement 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 2015.

For more information see your local Case IH dealer or visit [www.caseih.com](http://www.caseih.com).

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Drawing on more than 170 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](http://www.caseih.com).

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