

16th April 2018

New Holland announces winners of dealer awards

- *New Holland announces winners of Dealer of the Year Awards 2017*
 - Large Volume Tractor and Harvester Dealer of the Year – Russells Group
 - Medium Tractor and Harvester Dealer of the Year –Turney Group Ltd
 - Medium Tractor and Minor Harvester Dealer of the Year – Teme Valley Tractors Ltd
 - Tractor Dealer of the Year – Brian Keys Tractors Ltd
 - Irish Dealer of the Year – Murphy Motors Ltd
- *Runners up for 2017 include:*
 - Large Volume Tractor and Harvester Dealer of the Year – Agricar Ltd
 - Medium Tractor and Harvester Dealer of the Year – The Burdens Group Ltd
 - Medium Tractor and Minor Harvester Dealer of the Year – Hawkins Agri Ltd
 - Tractor Dealer of the Year – Burkes of Cornascriebe Ltd
 - Irish Dealer – Lyons & Burton Ltd

New Holland has celebrated the success of its network of agricultural dealers across the UK and Ireland with the presentation of five awards in recognition of excellence in performance and service quality.

The 2017 award winners represent the best of New Holland's 58-strong dealership network that covers 127 locations throughout the UK and Ireland. The Awards are part of an on-going programme to highlight the achievements of its dealers.

New Holland UK and Ireland Business Director, Andrew Watson said: "Our Dealer of the Year Awards celebrate the achievement of individual dealerships, they also serve to highlight the strength of our extensive network. We work with our dealer network to ensure that no matter the location or size of our customers, our dealers provide the best service to farmers, contractors and amenity businesses. Our dealers range from small to large, some are relatively new and some are family-run businesses that are nearly a century old. The common objective of them all is to provide the best possible products and a service. I congratulate all the winners and runners-up in managing to raise the bar each year.



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Paul Russell, CEO of Russells Group, said: "We are thrilled to have won the New Holland large volume tractor and harvester dealer award for a second successive year. It recognises the commitment and hard work from everyone at Russells and Hallmark Tractors. It is a real team effort and the combination of strong parts and service support for the sales team provides customers with the confidence to invest in the New Holland product range.

Jeremy Turney, Managing Director of The Turney Group Ltd, was delighted to win the award for Medium Tractor and Harvester Dealer of the Year, saying: "The award is great news for everyone involved and a credit to the whole team."



Graham Probert, Director, Medium Tractor and Minor Harvester Dealer of the Year – Teme Valley Tractors Ltd said: "It was a lovely surprise and honour to receive this award and the staff were really chuffed. When you are selling such a fantastic product it makes it easier to hit your targets!"

John McCaffrey, Sales Manager, Brian Keys Tractors Ltd said: "We are delighted once again to be named tractor dealer of the year for 2017. This is a great honour following on from our success in the same award category for our performance in 2016.

"It's a true reflection of the effort put in by each member of staff, providing our customers with a high level of service and support across the New Holland range."

Bernadette Murphy of Murphy Motors Ltd said. "My brother Dick and I are the third generation of the Murphy family to be involved in running the family business, originally established in 1960. Now 58 years on and still going strong, we are honoured to receive such an esteemed industry accolade from New Holland. We are also extremely grateful to the fantastic and dedicated team we have around us. It simply doesn't happen without them, and New Holland highlighted this by citing the work of our staff in the parts, service, after-sales and sales departments as being central to our success."

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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

New Holland Agriculture is a brand of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. More information about CNH Industrial can be found online at www.cnhindustrial.com



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