

Dealers make New Holland Agriculture a dear friend to Thai farmers

*With branches in three of Thailand's provinces and experience stretching back decades, **Por Tractor** has developed a good understanding of the most important needs of Thai farmers.*

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Thai farmers often work to tight deadlines and in tough conditions, but even in the most challenging circumstances their machinery must perform reliably and effectively. This is vital to minimise downtime and maximise productivity. New Holland Agriculture's dealers recognise this, and one of the most successful in Thailand is Por Tractor Kamphangphet Ltd.

Por Tractor's business serves farms through three branches, in Thailand's central, upper central, and western provinces and is run by Por Tractor's Deputy Managing Director, Mr **Angkun Mahaboonpachai**. Mr Angkun has been a New Holland dealer for more than 30 years, he first began selling tractors under the legacy Ford badge. His family business was the first in Thailand to sell a Ford four-wheel drive tractor with a six-cylinder engine.

Por Tractor currently offers a wide range of New Holland **tractors**, as well as the **BR Round Baler**, **BigBaler**, and **TC5.30 five strawwalker combine harvester**, which delivers the lowest total cost of ownership and highest productivity in its segment. The tractors comprise the **TT Compact** range (35 to 47 hp), which combines modest dimensions with the performance of larger machines; the easy-to-use **TCR48** (47 hp), which can be matched to a comprehensive range of implements for different farming applications; the **TT4 Series** (55 to 90 hp), designed for tough conditions and especially easy to operate and maintain; the **TD5 Series** (98 to 110 hp), popular for its all-round versatility; the **TS6 Series** (124 to 139 hp), affordably rugged and comfortable; the **10 Series** (80 to 105 hp), for power and economy in one package; the **T6050 Series** (127 hp) and the **T7060** (213 hp) with the best power-to-weight ratio on the market.

These machines are used by Por Tractor's customers on farms producing cassava, rice, corn, and sugarcane – but their world-class performance is only part of what makes Por Tractor successful. Mr Angkun comments: "This business is not just about machines, it is also about people. We pride ourselves on providing great service to our customers whenever they need it. We also provide detailed technical advice and help arrange financing for purchases through the retail financing program offered by CNH Industrial Thailand and finance provider G-Capital.



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Thanks to this program, Thai farmers can invest in New Holland Agriculture's tractors under competitive and flexible conditions."

Mr Angkun observes that technical support is wide-reaching because it is provided by both Por Tractor and New Holland. He explains: "New Holland provides technical training to ensure our staff are highly knowledgeable about the products. This, in turn, empowers our technicians to instruct customers how to operate and maintain their machines for maximum efficiency. Through all this expert knowledge-sharing, everyone wins."

Mr Angkun smiles: "Like New Holland, Por Tractor is committed to being the best. I have witnessed many changes over the years and have seen the New Holland brand evolve, but the changes always bring improvements for our business and our customers. I would describe New Holland as a dear friend to Thai farmers."

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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

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