

New Holland dealer's business is a family success story

With 10 dealerships across north east Thailand, Sanguanpong Tractor Mittaparp Co. Ltd.'s growth is benefiting farmers and their families in the local community.

Bangkok, 15th November 2018

Owning and running a string of dealerships employing some 100 people is not something Mr Boonchuay Sanguanphong could have imagined when he opened his first branch as a small family business in Amphur Soongnern, Nakhon Ratchasima, 36 years ago – but at the end of 2018 he celebrated opening his tenth branch, in Amphur Dankhoontod, Nakhon Ratchasima. The business' other branches are located in Amphur Prathongkam, Amphur Huaytalang, and Amphur Taladcare in Nakhon Ratchasima; Amphur Nangrong and Amphur Kumeung in Buriram; and Amphur Nampong, Amphur Meungpol, and Amphur Choompare in Khonkean.

Sanguanpong Tractor Mittaparp Co. Ltd.'s dealership story started in 1982 with the opening of a small shop for maintenance of agricultural machinery. At that time, Mr Sanguanphong was a technician, dedicated to raising his family and developing his business. As his experience grew, so too did his affection for the 'blue tractors' of Ford and then New Holland. During three decades, Mr Sanguanphong learned about all aspects of agricultural equipment and today his deep knowledge of the machines means that he has a strong understanding of farmers' needs.

Mr Sanguanphong said: "My family members pride themselves on providing excellent quality products and great service to their customers. We are New Holland people: hardworking, genuine and trustworthy. Our customers know that and trust our technical advice when it comes to agricultural machines."

New Holland has helped Mr Sanguanphong grow his first-generation family-owned business into one of the most successful New Holland dealers in Thailand. As a proud father and husband, Mr Sanguanphong hopes that his offspring will one day follow his path in the business. His wife, Mrs Sakorn, has always been by his side, inspiring him during his business journey and helping to manage the growing number of dealerships.

"Running your own business can be intense," Mr Sanguanphong said, "but by working together we can always support each other, even during difficult times. In the same way that New Holland cares about dealers and customers, we care about each other and are significant and vital to each other. This is the secret of our business and family success."

This success has also benefited many people locally. Mr Sanguanphong explained: "We are so blessed by what we have achieved that we wanted to support not only our customers but also the entire community. We have done this by building two public health centres, each with a temple, one in Saraburi and the other in Nakhon Ratchasima. These make an important contribution to the health of farmers and their families."



Sanguanpong 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 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; and the **T6050 Series** (127 hp) and **T7060** (213 hp), with the best power-to-weight ratio on the market.

Like every New Holland dealer in Thailand, Sanguanpong supports Thai farmers with a full range of competitive and flexible finance packages made available by CNH Industrial Thailand, together with finance provider G-Capital. Farmers are additionally provided with the training, technical advice and maintenance support they need, which is also financially important because it can help farms reduce servicing costs and downtime.

[ENDS]

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

Press Contacts:

Bheerati Ongsuragz

New Holland Agriculture Marketing Manager, Thailand

Email: bheerati.ongsuragz@cnhind.com

Phone: +66 65 518 7603

Francesca Mazza

New Holland Agriculture Press Relations, South East Asia

Email: francesca.mazza@cnhind.com

Phone: +44 (0)7841568487