

## **New Holland's top dealers celebrated at Melbourne event**

*Ag machinery dealers from across Australia and New Zealand have gathered for New Holland Agriculture's prestigious Dealer of the Year Awards.*

Australia, 19 April 2024

New Holland has announced the 2023 winners of its Dealer of the Year Awards with Flinders Machinery, On-Trac Ag, Cowra Machinery Centre and Cochranes of Canterbury recognised as the highest-performing dealerships across the network.

This year's awards night coincided with the FutureAg Expo in Melbourne, Victoria.

Taking home the title for Dealer of the Year for three or more outlets was On-Trac Ag, which has branches at Bathurst, Orange and Mudgee in NSW. The award was hotly contested with McIntosh & Son, WA and Qld, and Ronco Motors, SA, named as finalists.

On-Trac Ag director Peter Russell said the win was a major achievement for the On-Trac Ag team.

They are no strangers to the spotlight, with the Bathurst branch receiving a Dealer of the Year award in 2021.

The group has also twice previously won the CNH Capital Dealer of the Year award.

"The On-Trac Ag team's dedication comes from our staff, and our customers have led us to where we are today," Mr Russell said.

The award for Dealer of the Year for 1-2 outlets was won by Flinders Machinery, Booleroo Centre, SA, with Macleay Farm Machinery, NSW, and Giles Machinery, SA, the other nominees.

It was an unexpected win for Flinders Machinery dealer principal Barrie McCallum.

"I was very surprised and honoured to receive this award, given some of the really big dealers that are around the place," he said.

"We've got a good bunch of people and this trophy will live down in the smoko room for awhile to remind the boys that that's where it all starts, with them."

Cowra Machinery Centre, NSW, was commended as Parts and Service Dealer of The Year and Cochranes of Canterbury, NZ, took home the CNH Capital Finance Dealer of the Year award.

Wise Farm Equipment, SA, and R.P. Motors, Vic, as well as On-Trac Ag, NSW, and Agricentre South, Invercargill, NZ, were the other nominees for these categories.

Aaron Bett, CNH Business Director – Agriculture ANZ, congratulated the recipients of the awards and commended them for their outstanding dedication and service.

“Our annual awards program recognises dealers across our network who have achieved exceptional outcomes across their operations, market share, service and business practices,” he said.

“The commitment to customer service and craftsmanship has been above and beyond this year among our ANZ network of more than 100 dealerships.”

The 2024 FutureAg Expo was the first opportunity for the public to get up close and personal with New Holland’s new T7.300 Long Wheelbase PLMi and T9 SmartTrax tractors.

Celebrating outstanding dealer excellence alongside the innovation and excellence of these new flagship products made for an eventful close to the Melbourne event.

“Congratulations to all of our winners and nominees, it is truly exceptional what has been achieved in the past year,” Aaron said.

“We thank each of our dealerships for their ongoing commitment to our brand and communities.”

**WINNERS:**

**Dealer of the Year for 1-2 Outlets:** Flinders Machinery, SA

**Dealer of the Year for 3+ Outlets:** On-Trac Ag, NSW

**Parts & Services DOTY:** Cowra Machinery Centre, NSW

**Capital Finance Dealer of the Year:** Cochranes of Canterbury, NZ

[ENDS]

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*With you, Season after Season.*

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