



PRESS RELEASE

2024 New Holland Dealer of the Year Awards

Basildon, 26th February 2025

New Holland was proud to announce the winners of the 2024 UK and Ireland Dealer of the Year Awards, which celebrate the accomplishments of our dealer network across the UK and Ireland. The presentation of thirteen awards recognises the dedication, performance and service quality of the dealer network.

The UK awards were announced at the UK Dealer Meeting, on Tuesday 11th February at the Basildon Tractor Plant. The Irish award was announced at the Irish Dealer Meeting, on Wednesday 29th January at The Johnstown Estate, Co. Meath.

The Dealer of the Year Award 2024 winners include:

- Overall, UK Dealer of the Year – *Lloyd Ltd*
- Ireland Dealer of the Year – *M&S Machinery*
- Medium Dealer of the Year – *Agricar Ltd*
- Small Dealer of the Year – *T Alun Jones & Son*
- Tractor Dealer of the Year – *Ravenhill Ltd*
- Combine Dealer of the Year – *Russells Ltd*
- Hay and Forage Dealer of the Year – *Lloyd Ltd*
- Telehandler Dealer of the Year – *Ernest Doe & Sons Ltd*
- Precision Farming Dealer of the Year – *Haynes Agricultural Ltd*
- Implement Dealer of the Year – *Agricar Ltd*
- Construction Equipment Dealer of the Year – *Lloyd Ltd*
- Parts Dealer of the Year – *Agricar Ltd*
- Customer Experience Dealer of the Year – *Rea Valley Tractors Ltd*

David Rapkins, Business Director, UK and ROI, said “I would like to extend my congratulations to all the 2024 New Holland Dealer of the Year Award winners. These awards are part of an ongoing program to highlight the achievements of our dealers, as well as acknowledge their dedication and commitment to the New Holland brand.”

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For over 125 years, New Holland has supported farmers with the technology, solutions and services they need for productive agriculture. It has a history of driving innovation, providing the answers to customer needs with a broad range of agricultural and light construction equipment. With proven production machines that utilize the latest alternative fuel technology to power the sustainable revolution in farming, we are the sector’s Clean Energy Leader. Our expertise and innovations are backed by precision





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connected services and supported by a dedicated and global dealer network with a strong territory presence.

With you, Season after Season.

New Holland is a brand of CNH Industrial N.V. (NYSE: CNH) a world-class equipment, technology and services company. More information about CNH can be found online at www.cnh.com

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