



PRESS RELEASE

Case IH announces Dealer of the Year Awards at the 2025 Dealer Meeting

Dealer of the Year Awards announced / Celebrating excellence across the dealer network / Overall UK Dealer of the Year James Pryce Tractors Ltd

Basildon, February 26, 2025

Case IH has declared the winners of its UK and ROI Dealer of the Year Awards, celebrating excellence across the dealer network.

The awards were announced at the brand's annual UK Dealer Meeting, which was held on Thursday 13th February at the Basildon Tractor Plant. The event celebrated accomplishments from 2024 and looked forward to the upcoming year. The awards were presented by Sean Lennon, Head of Sales Europe and David Rapkins, Business Director UK & ROI.

Category winners:

Overall UK Dealer of the Year – **James Pryce Tractors Ltd**

Irish Dealer of the Year – **Walmsley Tractors Ltd**

Over 260 TIV Best Market Share Growth – **J.G. Paxton & Sons Ltd**

Under 260 TIV Best Market Share Growth – **Ramsay & Jackson Ltd**

Harvesting Dealer of the Year – **AL Agri Ltd**

Telehandler Dealer of the Year – **Ernest Doe Power**

Precision Farming Dealer of the Year – **Startin Tractors Ltd**

Parts Dealer of the Year – **R.C. Dalgliesh Ltd**

Customer Experience Dealer of the Year – **Cotswold Farm Machinery Ltd**

Data Quality & Sales App Dealer of the Year – **Pontesbury Tractors Ltd**

David Rapkins, Business Director UK & ROI, said "I would like to extend my congratulations to all the winners of the 2024 Case IH Dealer of Year Awards. These awards are true testament to the dedication, hard work, and commitment to Case IH across our dealer network. Thank you to all our UK and ROI dealers who contributed to making 2024 a great year".

Case IH is the professionals' choice, drawing on more than 180 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers is supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and

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performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at <https://www.caseih.com>

Case IH 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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