



PRESS RELEASE

## **Top dealers recognised at New Holland Dealer Awards**

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

New Holland, February 2025

New Holland dealers from around Australia and New Zealand have come together for the Dealer of the Year Awards recognising the top-performing dealerships across the New Holland network.

The annual awards recognise top performance and commitment to customer success.

The coveted New Holland Dealer of the Year award for dealerships with three or more outlets went to AEH Group.

Dealer Principal of AEH Group, David Thompson, said the recognition was another feather in the cap for the team.

David and his dealership embody dedication to customer care and outcomes, fostered from tangible relationships with the famers in New South Wales, Victoria and Tasmania.

“Thank you very much to the New Holland team, it’s a great honour to receive this award. We built the business on the parts and service side on the back end - that’s where we achieved our great results,” David said.

“It’s been a fantastic group effort. We’re looking forward to a great future in agriculture with New Holland.”

Meanwhile, New Zealand dealership Stevenson & Taylor received the Dealer of the Year title for dealerships with one or two outlets—in addition to the inaugural award for CNH Dealer of the Year.

“I’m still struggling to believe that this has happened – we’re absolutely stoked to receive this award,” Robby said.

“The whole New Holland team has been an awesome help. We all run as a team, and it’s a really good feeling to all be striving towards the same goal.”

Fellow New Zealand dealer, Agricentre South, was named New Holland Parts and Service Dealer of The Year, with Dealer Principal Grant Price accepting the award.

“We really pride ourselves our parts and service and this award is really dedicated to the team. Our teams put a lot of effort in, and it’s been a fantastic group effort.”





PRESS RELEASE

Vater Machinery from South Australia took out the CNH Capital New Holland Dealer of the Year award.

"We're going through a lean time with droughts," Roger Vater, Dealer Principal of Vater Machinery said, "CNH Capital is there to look after the customer through the good and the bad times. It's made a very big difference to our business and the communication that we now have with our customers."

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

"Our ANZ network of more than 100 dealerships embody the New Holland promise to farmers of being 'with you season after season'," he said.

"Every year we are continually blown away by the calibre of performance and the breadth of services they provide to the hard-working farming community.

"This awards program serves to recognise the dealers across our network who have achieved exceptional outcomes across their operations, market share, service and business practices.

"We congratulate all our winners and finalists and thank each of our dealerships for their ongoing commitment to our brand and communities."

The Dealer of the Year awards were presented on the first night of the New Holland 2025 Dealer Conference held at the Western Sydney Conference Centre.

**WINNERS:**

**New Holland Dealer of the Year for 1-2 Outlets:** Stevenson & Taylor

**New Holland Dealer of the Year for 3+ Outlets:** AEH Group

**New Holland Parts & Service Dealer of the Year:** Agricentre South

**CNH Capital New Holland Dealer of the Year:** Vater Machinery

[ENDS]

*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 utilise 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 connected services and supported by a dedicated and global dealer network with a strong territory presence. With you, Season after Season.*





PRESS RELEASE

*New Holland is the brand of CNH (NYSE: CNH) a world-class equipment, technology and services company. More information about CNH can be found online at [www.cnh.com](http://www.cnh.com)*

**Media contacts:**

Maddie Jones  
Elevate Communication  
Communication Manager

Phone: +61 403 877 300  
Email: [madeline@elevatecom.com.au](mailto:madeline@elevatecom.com.au)

Amy Webb  
CNH  
PR, Sponsorship and Engagement  
Specialist (AU, NZ)

Phone: +61 472 753 913  
Email: [amy.webb@cnh.com](mailto:amy.webb@cnh.com)

***For the latest Australian press releases from New Holland, [click here.](#)***

