

## **AEH Expand Goulburn Dealership to Support Southern Tablelands Farmers**

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AEH Group have expanded their footprint with a new dealership in Goulburn, bringing New Holland machinery closer to farmers in the Southern Tablelands. The dealership offers a full range of tractors, combines, balers, and precision farming solutions, backed by expert support and service.

"New Holland are dedicated to helping Australian farmers grow and thrive," said Aaron Bett, CNH Business Director – Agriculture.

"With the expanded Goulburn dealership, we're bringing the latest in agricultural machinery and technology closer to farmers, supporting them through every stage of the season. The Southern Tablelands is a key agricultural region, with mixed cropping, grazing, and livestock operations.

The expanded dealership ensures farmers have ready access to New Holland machinery during critical periods such as sowing, haymaking, and harvest. With on and off site servicing, technical specialists, and maintenance support, AEH will help farmers reduce downtime, maximise efficiency, and optimise crop and livestock productivity.

"We've always valued the strong relationships we have with farmers across the Southern Tablelands," said Mark Massingham, CEO, AEH Group.

"This expansion means we can continue building those connections while giving farmers easier access to the full CNH product range, backed by our dedicated service team." The Goulburn expansion also strengthens AEH's ability to offer hands-on demonstrations, machinery training, and farm support programs, helping farmers make the most of their New Holland machinery.

By bringing expert support closer to the region, AEH aims to build long-term partnerships with farmers and agribusinesses, ensuring they are equipped for both current and future agricultural challenges.

Beyond equipment, the expansion is creating new jobs in the Goulburn region, supporting the local economy while enhancing AEH and New Holland's presence in the community.

"This expansion is a major step forward for AEH and New Holland in the Southern Tablelands," Mark said.

"We're excited to welcome local farmers, provide the support they need through every season, and continue building strong, lasting relationships with the communities we serve."

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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 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.*

*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)*

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