

New Holland Dealer of the Year Award winners named

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

March 2026

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.

Held during New Holland's annual dealer conference, the annual awards recognise top performance and commitment to customer success.

The New Holland Dealer of the Year award for dealerships with three or more outlets went to South Australian dealership Vater Machinery.

"I am actually blown away here it's incredible. I'm not normally lost for words," said Roger Vater, Managing Director at Vater Machinery.

"First of all I just have to thank my team, an extraordinary bunch of men and women that support me everyday of the week and the extraordinary effort that they put in.

"My relationship with CNH is outstanding, it's continuing and I want to thank you from the bottom of my heart for that. We are in our 66th year of partnership with CNH and it's one that I take to heart and value so very very much."

West Australian dealership Boekeman Machinery received the Dealer of the Year title for dealerships with one or two outlets—in addition to winning the CNH ANZ Dealer of the Year.

Upon receiving the award for dealerships with one to two outlets, Tim Boekeman, Dealer Principal, said the recognition came as a welcome surprise.

"It's a real surprise to be up here receiving this award," Tim said.

"Our Brookton and Northam New Holland dealerships, which have been in existence for 1-2 years, so not that long, we're building.

"You do get challenged and its how you respond to those challenges, and definitely with CNH support we've been able to hold our own and build on the beginning, so we look forward to the future."

When accepting the overall CNH ANZ Dealer of the Year title, the Boekeman Machinery team acknowledged the people behind their success.

"We'd really like to thank our 118 staff — they're a huge part of why we've received these awards today. And of course, to our loyal customers, we wouldn't be here without them," Tim said.

The New Holland Parts and Service Dealer of the Year title went to Ronco Motors. Dealer Principal Roydn Bailey said he was excited to be receiving the award.

"I just have to thank my team and the awesome work that they do everyday, and to the CNH team and the support that they give, so just thank you," Roydn said.

O'Connors, with locations across Victoria, New South Wales, and South Australia, took out the CNH Capital Dealer of the Year award for Australia.

"We've got a really great relationship with CNH Capital who really supports our customers along the way, so thank you," said Aaron Cordy, O'Connors Managing Director.

"It really means a lot to us. A big thank you to the CNH team for all you do to help us look after our customers."

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

"Each year, the dedication and professionalism across our dealer network is nothing short of impressive. Their commitment to supporting farmers with reliable machinery, expert advice and genuine care is what sets them apart."

"The Dealer of the Year Awards recognise those dealerships who have achieved exceptional outcomes across their operations, market share, service and business practices.

"We congratulate all of this year's winners, and we thank every dealership in our network for their ongoing commitment to New Holland and to the farming communities we proudly serve."

The winners were announced on Tuesday night ((FEBRUARY 24)) at the Adelaide Oval during New Holland's annual Dealer Conference in South Australia.

WINNERS:

New Holland Dealer of the Year for 1-2 Outlets: Boekeman Machinery

New Holland Dealer of the Year for 3+ Outlets: Vater Machinery

New Holland Parts & Service Dealer of the Year: Ronco Motors

CNH Capital New Holland Dealer of the Year, Australia: O'Connors

[ENDS]

About New Holland

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

Media contacts:

Jose Abad
Elevate Communication

Communication Manager
Phone: +61 488 440 266
Email: jose@elevatecom.com.au

Amy Webb
CNH
PR, Sponsorship and Engagement
Specialist (AU, NZ)
Phone: +61 472 753 913
Email: amy.webb@cnh.com

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

