

CLAAS UK recognise dealer excellence

The high level of sales, service and support offered by CLAAS dealers in the UK and Ireland has been recognised by CLAAS UK in their annual Dealer Awards.

Announced at the recent Dealer Council meeting held at the CLAAS Tractor factory in Le Mans, France, the awards recognise overall dealer performance for both CLAAS products in general and also specifically for tractors. At Le Mans the dealers were able to see the substantial investment made by CLAAS both in its Le Mans tractor factory and also nearby in the state-of-the-art testing centre at Trangé.

One Platinum and two Gold Dealer Excellence Awards were announced at Le Mans. These Awards recognise the considerable investments made by the dealers in Training, Parts and Service Support, as well as Sales, Finance and Management. They take into account all aspects of the dealer's business, and the company's commitment to its staff and to the CLAAS franchise.

Two further awards specifically relating to CLAAS Tractors were also announced, one for CLAAS Tractor Sales Performance and one for CLAAS Tractor Sales Growth.

The highest Platinum Dealer Excellence Award was presented to CLAAS EASTERN, which has headquarters at Sleaford, and a total of seven branches, covering Lincolnshire, Nottinghamshire and Yorkshire. For a dealership with so many branches and over 100 employees, to win this highest level award is a considerable achievement. Each of the dealership branches would have been individually evaluated as part of the overall assessment, and would have been assessed as reaching the highest standards required to win this award.

Two dealers, HAMBLYS and RICKERBY, were presented with Gold Dealer Excellence Awards. With a total of six and eight branches respectively, again each of these dealerships and the sales, service and parts support that they offer through all of their branches, would have been appraised as part of the overall dealership assessment.

The CLAAS Tractor Sales Performance Award was won by a dealer from Ireland for the third year running. ASHFIELD & WILSON, a single branch family dealership based in Dungannon Co. Tyrone, were announced overall winner. This Award recognises the CLAAS dealership that has achieved the highest level of tractor sales per branch in 12 months.

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The second tractor award, the Tractor Sales Growth Award, recognises the dealer that has achieved the highest growth in CLAAS tractor sales in the UK and Ireland. This year this has been awarded to RIVERLEA, again a family run dealership, operating from three branches across South Wales.

“This year’s CLAAS Dealer Awards again highlight the professionalism within our dealer network throughout the UK and Ireland,” stated Trevor Tyrrell, CLAAS UK CEO. “That three of our largest multi-branch dealerships in the UK should achieve such high appraisal ratings across the whole of their businesses to win their Platinum and Gold Dealer Excellence Awards is evidence of the commitment these dealers have made in their businesses. It is also encouraging to see so many family run dealerships receiving awards, as it reflects the obvious loyalty that these businesses have within their local farming community, and the success that this has brought them.”



Colin Blow of CLAAS Eastern (right) receives the CLAAS Platinum Dealer Excellence Award from Christian Radons (President Western Europe, CLAAS Service & Sales).



Ken Conley of RICKERBY (right) receives the CLAAS Gold Dealer Excellence Award from Christian Radons (President Western Europe, CLAAS Service & Sales).



Steve Barrett of HAMBLYS (right) receives the CLAAS Gold Dealer Excellence Award from Christian Radons (President Western Europe, CLAAS Service & Sales).



Nicola Jones of RIVERLEA (right) receives the CLAAS Tractor Sales Growth Award from Alister Lamb (CLAAS Tractor, Director Sales & Marketing).



ASHFIELD & WILSON of Dungannon, Co Tyrone won the CLAAS Tractor Sales Performance Award for the highest number of sales from a single branch in 12 months.