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Press Release

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Landini / McCormick distributor welcomes ARGO – Daedong industrial agreement

- Supply agreement between ARGO and Daedong to expand product range
- Specific dealer contract will maximise coverage for sales, service, parts
- Tractors highly suited to farming, horticultural and groundcare applications

New Landini and McCormick tractors resulting from the industrial agreement between ARGO Tractors SpA and Daedong of South Korea will be distributed in Britain by AgriArgo UK based at Harworth near Doncaster, South Yorkshire.

“We welcome this new partnership between Argo Tractors and one of the world’s most significant manufacturers of compact and utility tractors,” says Ray Spinks, general manager and sales director. “Our current models covering this sector have been well received but they are limited to 57hp. The Daedong-built product will give us a more comprehensive range, including utility farm and horticultural tractors up to 91hp.”

Because of the extensive product line and specialist nature of some tractors in the range, AgriArgo UK will have a specific franchise contract for the new models so that dealers not currently part of the company’s separate Landini and McCormick networks can handle them.

“I’m sure many of our existing dealers will want to stock the new tractors – but maybe not all; equally there may be other dealers who would like to handle the new machines but not our agricultural tractors,” says Ray Spinks. “By having a separate franchise contract, we will maximise our geographical coverage of the farming, horticultural and groundcare sectors for sales, service and parts back-up.”

Outside their home market, Daedong products are most commonly recognised under the export brand name 'Kioti'. The new Landini and McCormick tractors are expected to make their debut in Spring this year when details of the range and individual models will be available.

Ends



Landini-McCormick new utility tractors 03.jpg

A new range of compact and farm utility tractors being sourced by ARGO Tractors from Daedong of Korea will be distributed in Landini and McCormick colours by AgriArgo UK.

For more information, please contact:

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