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ARGO Tractors is the tractor engineering and manufacturing division of **ARGO SpA**.
AgriArgo UK is the distributor of **McCormick** brand tractors in **Great Britain**.

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New McCormick tractor dealership handles sales, service and parts in south Midlands

- AgriArgo UK appoints Rollason Engineering to McCormick network
- Supplying tractors, parts and service support in south Midlands
- McCormick range from 25hp to 230hp is ideal for diverse customers

An enthusiastic new team at Rollason Engineering, a farm and garden machinery retailer that also undertakes service and repairs, is getting behind the McCormick tractor range.

The business, located alongside the Fosse Way near Moreton Morrell, Warwickshire, has been awarded the McCormick sales, service and parts franchise for the south Midlands by GB distributor AgriArgo UK.

“I’m really impressed by the enthusiasm shown by the Rollason staff for their new tractor enterprise,” says AgriArgo area sales manager Tim Lawrence. “Charlie Rollason and his team are determined to make a success of supporting our tractor users in the area.”

The company’s McCormick territory, which is bisected by the M40 motorway, extends southwards from Coventry to Woodstock in Oxfordshire, and westwards from Northampton across northern Warwickshire to Redditch.

Charlie Rollason has long had an affinity with farm tractors and machinery from the days when his father ran a contracting business from the yard. He started his career by working for a local dealer for a time before becoming a self-employed ‘man in a van’ providing on-farm servicing and repairs.

“We now represent some top-quality implement manufacturers in the area, notably Lemken and Vicon, as well as Suzuki quads,” he points out. “The ‘McCormick’ name is another mainstream brand to put above the door and means we can cater for every farmers’ needs.”

Rollason Engineering employs two full-time service technicians: Dave Gilkes has past experience with heavy earthmoving plant while Roy Stubbins looked after a

drainage contractor's machinery before joining the business. Both are having comprehensive technical training on McCormick tractors.

Jamie Warrender recently joined the company to manage ATV and garden machinery sales and service. These three relative newcomers to the business join parts manager Simon Holloway, who has plans to extend his store to hold a bigger stock of parts, consumables and sundries such as tools, clothing and hydraulic hoses, mainly from the Granit range.

Dealership principal Charlie Rollason looks after tractor and machinery sales but still dons a pair of overalls when the workshop is especially busy.

"This is the best team we've had in a long time," declares Mr Rollason. "They're very capable technically, have a positive attitude to customer service, especially during critical harvest periods, and they get on well with our farmer customers."

Apart from the line-up of sparkling new red and silver tractors in the yard, at least one of the current McCormick tractors can be seen every week at Rugby market – it's all part of efforts to raise the profile of McCormick in the area, which began with stands at the Kenilworth Show and Upton House Horse Trials.

"I took on the McCormick range largely because of the breadth of product available, which suits the different farming and other rural enterprises we serve," says Charlie Rollason. "We have the GM and X10 Series mechanical and hydrostatic drive compacts from 25-50hp for our equine, parks and utility customers, right up to the 230hp X70 six-cylinder tractor for arable farmers."

Between those extremes are tractors like the new 85-113hp McCormick X50 series for livestock, horticultural and groundscare applications, and the mid-range 90-126hp X60 and MC series four-cylinder tractors, which perform in stock and arable farming roles.

"Before taking on the McCormick range, I talked to users and other dealers and the positive responses reassured me I was doing the right thing," says Mr Rollason. "People like the tractors; they say they are reliable and easy to use, and they're priced right."

"A good tractor franchise is a key foundation for an agricultural engineering business like ours," he adds. "I believe we have that in the McCormick range."

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McCormick – Rollason Engineering 001.jpg

The Rollason Engineering team with their new McCormick tractors (from left): service technicians Roy Stubbins and Dave Gilkes; Jamie Warrender, garden machinery sales and service; dealer principal Charlie Rollason; and parts manager Simon Holloway.



McCormick – Rollason Engineering 005.jpg

The Rollason Engineering team with their new McCormick tractors (from left): senior service technician Dave Gilkes; Jamie Warrender, garden machinery sales and service; dealer principal Charlie Rollason; parts manager Simon Holloway; and service technician Roy Stubbins.



McCormick – Rollason Engineering 010.jpg

Tim Lawrence (right), AgriArgo UK area sales manager, welcomes Charlie Rollason to the McCormick tractor sales and service support network.



McCormick – Rollason Engineering 013.jpg

Charlie Rollason: "A good tractor franchise is a key foundation for an agricultural engineering business like ours and I believe we have that in the McCormick range."



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