



**Press Release**

**March 2011**

## **New premises will strengthen McCormick sales and service**

- Hilton Machinery moves into new showroom, parts and office premises
- Strengthens service support relationship with Chris Evans Farm Services
- Market Drayton-based team expands as McCormick tractor sales grow

McCormick tractor dealer Hilton Machinery has moved into new premises in Market Drayton, Shropshire within sight of Hilton's service support partner Chris Evans Farm Services.

The two independent businesses forged an alliance last year to handle McCormick tractor sales and service throughout Staffordshire and parts of Shropshire and Cheshire. The new premises will enable Julian and Melanie Kearne to expand their Hilton Machinery operation and strengthen ties with Chris Evans and his service team.

"Having supplied more McCormick tractors than we expected in the first year it is clear that our association with Chris Evans has worked very well," says Julian Kearne. "We're both very keen for our working partnership to continue because it's been good for both businesses."

Hilton Machinery's new home is almost directly opposite the Chris Evans Farm Services base on the Adderley Road Industrial Estate in Market Drayton. Apart from a spacious office area, there is a trade counter for parts and sundries in a large showroom where customers can take a close look at the McCormick tractors in stock regardless of the weather.

"This new location has also enabled us to take on several new franchises, including Can-Am quads, Vogel & Noot tillage equipment, RMH feeders, and Bomford, Twose, McHale, Lucas.G and Marshall machinery," notes Julian. "We're also the new distributor for Agrihealth livestock healthcare and sundry products and the Eddie Palin range of Liveryman Clippers, Fenceman electric fencing systems and Leovet horse products, both useful diversifications from equipment sales."

Experienced salesman Dennis Davies joins Hilton Machinery from the beginning of April to handle the western half of the company's McCormick territory, which extends from Stourport and Kidderminster north to Birkenhead, and from Shrewsbury eastwards beyond the M6. His appointment will allow Matt Bufton to concentrate on the eastern part of the territory.



In the workshop facility of the new premises, technician Andy Greaves handles warranty work, preparation of second-hand tractors and restoration projects on a part-time basis. He is joined in April by apprentice James Martin, whose experience in the groundcare sector will be an asset to the business when it starts supplying the new McCormick X10 Series compact and utility tractors.

“We’ll also be adding a service van to handle on-farm repairs and servicing beyond Chris Evans’ normal trading area,” adds Julian. “But the vast bulk of the McCormick servicing operations are still being handled by the workshop team headed by Wayne Evans – they have a tremendous reputation for customer service.”

Former Burgess Nantwich agricultural engineer Robert Peacock joined parts specialist Julian Simpson and Chris Evans in the stores last year as part of the McCormick venture.

“We wanted to maintain our service standards because it’s been the bedrock of our business,” says Chris Evans. “I’d like to think we’ve achieved that over the past year and will certainly strive to continue doing so in future.”

Ends

#### **McCormick – Hilton Machinery-Chris Evans 003A.jpg**



*At your service – the Chris Evans Farm Services and Hilton Machinery teams celebrate Hilton’s move into new premises on the Adderley Road Industrial Estate in Market Drayton. They are (front row left to right): Julian Kearne and Chris Evans; Melanie Kearne (partner) and Laura Yeomans (administration) with Hilton Machinery. Back*

*row: Robert Peacock, engineer/stores with Chris Evans; Dennis Davies, new area salesman at Hilton Machinery; David Hand (engineer), Mark Jones (fabricator/welder), Wayne Evans (engineer), Jenny Trevor (administration) and Julian Simpson (parts) at Chris Evans Farm Services; Andy Greaves and Edward Mellings, engineers with Hilton and Evans, respectively; Phil Maw, area manager with McCormick distributor AgriArgo UK; and Matthew Bufton, area sales with Hilton Machinery.*

#### **McCormick – Hilton Machinery-Chris Evans 009A.jpg**



*Continuing a successful association – Julian Kearne (left) and Chris Evans (centre), with Phil Maw, area manager with McCormick distributor AgriArgo UK, outside Hilton Machinery’s new Adderley Road Industrial Estate showroom premises close to Chris Evans Farm Services in Market Drayton.*



**For further information please contact:**

**McCormick – AgriArgo UK Ltd**

Tel: 01302 757550

Email: [info@agriargouk.com](mailto:info@agriargouk.com)

Website: [www.agriargouk.com](http://www.agriargouk.com)

Website: [www.argotracors.com](http://www.argotracors.com)

Julian Kearne / Managing Partner

**Hilton Machinery**

Tel: 07751 837231

Email: [julian.kearne@btinternet.com](mailto:julian.kearne@btinternet.com)

Chris Evans / Managing Partner

**Chris Evans Farm Services**

Tel: 01630 656545

Email: [carol@cefsl.co.uk](mailto:carol@cefsl.co.uk)

**For press releases and images on McCormick products, people, dealers:**

Peter Hill – Farmpress / Tel: 01491 824355 / Email: [AgriArgoUK@aol.com](mailto:AgriArgoUK@aol.com)