

Dear Customers,

Following our announcement on 24th April I'd like to personally explain to you why I took the enormous decision, supported by the C&O board of directors, to enter into a new, exclusive dealership agreement with Massey Ferguson and resign our position as a New Holland dealer.

Over recent years it had become increasingly clear to me that we need to focus our work on delivering outstanding customer service. It also became clear to me, when looking at our long term goals, that our priorities didn't match those of New Holland.

The move from blue to red is clearly a significant change for our business and our customers. The decision, which I must emphasise was wholly our own, was taken after long and careful consideration but we believe it is the right move for the long-term good of our company, our staff and ultimately you, our customer. I have personally been involved in New Holland, and formerly Ford, for the best part of 40 years and can assure you that this was not an easy or quick decision to make.

Following our approach to Massey Ferguson and throughout our discussions with them I have been impressed with their attitude and outlook. Their views and goals are very similar to ours and, ultimately, they want to put the customer first.

The Massey Ferguson management team are very experienced down-earth, hands-on people who understand the business of looking after us - the dealer, and you - the customer. Their key focus is to offer excellent customer service and help the dealer to deliver that service. As a company we want a true partnership with our key supplier so that we can drive the business forward and deliver the service you deserve.



Having spent many years working in the agricultural industry, at C & O Tractors we appreciate the very special relationship and mutual respect necessary between supplier and customer in order that both may be successful in their own fields. To gain the trust of our customers we try to demonstrate that we understand their business needs and do our very best to satisfy them in a friendly but professional way. We believe that the success of any manufacturer depends entirely on its dealers working in close harmony with customers and providing a consistent level of support. If we can play a part in contributing to a successful and profitable business for ourselves, our suppliers and customers then we are truly fulfilling our role as a dealer.

Like any good business that enjoys a strong and personal relationship with its customers, I'm available to take your call, meet you at our Blandford offices or come out to your farm at a time convenient to you. I do hope that you will continue to support us into this next exciting phase of our development.

Yours sincerely
Andy Coles



Andy Blick (C&O), William Judge (Massey Ferguson), Sam Finlay, Dick Spencer, Andy Coles (C&O), Mark Casement, Kevin Cook & Andy Prosser (Massey Ferguson).



Turn to **page 2** to read how we will continue to support you and your New Holland machinery going forwards.



For on call/out of hours assistance please contact your local depot:

Blandford Heights
Blandford Forum
Dorset
DT11 7TF
01258 451221

West Street
Wilton
Wiltshire
SP2 0DG
01722 742 141

Unit 5, Long Lane
Newport
Isle of Wight
PO30 2NW
01983 524413

New Barn Farm
Funtington
Chichester, West Sussex
PO18 9DA
01243 682 025

Second Hand
Machinery Online:
www.candotracors.com



New Holland Tractors & Balers

Good deals are available on current New Holland stock tractors, round and conventional balers.

Round balers available with 0% finance



Business As Usual

New Holland customers are still able to buy genuine New Holland parts at C&O Tractors. All our depots retain good stock and our local teams are on hand to help you find the right part. The New Holland manufacturer's warranty on all tractors and parts supplied by us is unaffected by C&O's notice to resign as a New Holland dealer.

Equally, in our service departments C&O Tractors are still able to support your New Holland tractors, balers and combines. Our New Holland-trained workshop engineers have the equipment and the skills to look after your New Holland equipment going forward.

C&O Tractors Ltd SERVICE NEWS

Introducing Dan Barnes - C&O Blandford Service Manager

Dan Barnes has joined the team at C&O Blandford as Service Manager. Dan, 26, is from the Isle of Purbeck and grew up on his parents farm in Corfe. He began his career in agricultural engineering with an apprenticeship with a Claas dealer. After 9 years Dan had risen to become 'master mechanic' at the firm. Dan then took a year to experience a very different type of farming in America, where he drove combines across the whole country as the harvest progressed up the country, finishing near the Canadian border. Returning to the UK Dan then took on the role of Workshop Manager at Dorchester based GCS Agri Centre.

Dan has joined C&O at an exciting time for the company and he will play a pivotal role in leading the workshop through this change of brands. 'I've found the team here a positive and friendly bunch and I'm looking forward taking on the challenge. I want to ensure that customer service becomes key to everything we do in the service department. I've spent time with the After Sales team from Massey this week and think that working together we can improve our response times, deliver first time fixes and make a real difference to our customers,' said Dan.



Dan Barnes can be contacted on 01258 486 212.

Our Customers Come First

Our teams have been talking to as many customers as possible. These are Andy's responses to some of the main concerns raised by customers:

Are you changing any of your other machinery brands?

No, we are not looking to change any other brands and will continue to offer an impressive range of machinery from quality manufacturers including Kuhn, Merlo, Teagle, Shelbourne Reynolds, Mzuri, Knight, Quicke, Watson, Honda and Polaris.



Training on the new product range underway at C&O Blandford

Did you consider customer loyalty to New Holland and Ford?

Yes, this has been the reason that we haven't made the decision sooner. This has been one of the hardest parts of making the decision. Like many of our customers, I and many of the team that work with me have often described ourselves as having blue blood running through our veins. Unfortunately that brand loyalty has slowly been eroded over the years. The decision to move to Massey Ferguson was based on the belief that we will be able to provide our customers with better after sales service through working in partnership with a different brand.

What do the teams at C&O know about Massey Ferguson?

Our training programmes have already begun with staff from all departments – sales, service, parts, finance and administration - being trained by Massey Ferguson. This programme of training will continue over the coming months.

When can I see a new Massey Ferguson?

There are already Massey Ferguson tractors in our depots. More will be arriving over the coming weeks. We are working on a demo programme utilising a range of tractor models. Please contact your sales team to book.

I have a lot of New Holland machinery, what do I do now?

C&O are committed to supporting all our New Holland customers going forward. Our engineers have full manufacturer training on tractors, combines and balers, our parts team can source genuine CNH parts and we will still be New Holland authorised dealers for 12 months. Beyond that time we will still be here to support all our customers with parts and service and we are in discussions with New Holland about how customers with extended warranties will be supported.



**Seasonal deals still
available on existing Kuhn
stock – Many at 0%.**

BLANDFORD
 Matthew Holland 07980 730240
 Ben Best 07980 730 244

WILTON
 Paul Shutler 07980 730242
 Andrew Innes 07980 730243

FUNTINGTON
 Matthew Davies 07887 506211
 Philip Prior 07842 365265

ISLE OF WIGHT
 Lee Priddle 07725 813384
C&O CONSTRUCTION
 Allan Feltham 07908 262833

USED TRACTORS USED MACHINERY



Massey Ferguson 6480

4WD, Air Conditioning, Front Suspension, Cab Suspension, Loader, 4WD, 50kph Dyna-6 Transmission



Massey Ferguson 7618 EFD6

4WD, Dyna 6, 50kph, Mechanical Valves, 600/65R38wf & 480/65R28w 70%, Radio Cd, 2 Beacons, 12X55kg, 3Yr 1500Hr Warranty



Massey Ferguson 7626EXD6

4WD, Dyna-6 & Quadlink - Autodrive - 50Kph W/P Ft. Fenders, Data + Video, Isobus & Autoguide. 2 Roof Mounted Beacons, 1608hours, Warranty; 4year 2500 hours



New Holland LM 7.42

Telehandler - Ex Demo, 16 plate, 359 hours, P.U.H., Air conditioning, Boom suspension, 24" tyres **£58,500**



New Holland T6.165

Dual Command, Front linkage & PTO, Cab & front suspension, 90 hours Service Plus **£46,950**



Kuhn 4521

Single Rotor Rake - OLD STOCK **£6,250**



New Holland T7.260

Auto Command, Gold Cover, Front linkage Good tyres, PLM ready **Special Terms Apply**



Shelbourne Reynolds 3200

Side Spreader, c/w , Large floaton tyres, little used **£18,450**



Kuhn GMD 3510

Rear Mounted Multidisc Mower **£5,250**

USED MACHINERY

Bomford 608 3PL mounted hedgetrimmer **£5,650**
 Ford 3930 Refurbished 2WD **£8,950**
 Ifor Williams Hunter horsebox, in good cond. **£2,250**
 Kuhn GMD 3510 Rear mounted mower **£5,250**
 McHale Sheargrab Euro brackets **£350**
 New Holland T4.75 FLH Power Shuttle, 231 hours **£22,500**

Quicke Bucket Grab **£795**
 Red Rock Sheargrab Euro brackets **£450**
 Twose 6.3m Cambridge breaker rollers **£5,650**
 Viccon PZ Haybob **£1,850**

Prices exclude VAT

E&OE

NEW AND IN STOCK

Watson Ballast rollers 8' & 10' Feed trailers 16' & 20'
 Browns Log splitters

EX-DEMO

Wacker Neuson 803 Micro Excavator
 Wacker Neuson EZ80 Zero Tail Swing Midi Excavator
 Wacker Neuson RD18-80 Tandem Vibratory Roller
 Wacker Neuson TH412 Compact Telescopic Handler

