**September 13, 2023**

**CNH Industrial dealerships expanding presence following brand changes**

CNH Industrial dealerships are continuing to grow their presence across New Zealand with several expansions unveiled in recent weeks.

Stevenson and Taylor have operated a Case IH branch in Waipukurau, Central Hawke’s Bay, since their inception in 1951, but this month have undergone a significant expansion with the official opening of a new branch in nearby Hastings.

An existing building at 1420 Omahu Rd, Hastings, has been renovated to accommodate sales, parts and service departments and the expansion of their product offering in recent months, since the addition of the New Holland Agriculture brand to the business.

CNH Industrial announced the establishment of a new retail footprint for New Holland machinery in New Zealand early this year, with many of CNH Industrial’s Case IH dealerships taking over dealer responsibilities for the New Holland brand.

“We always had a second dealership in our long-term plan, but with the changes around New Holland this year and the opportunity to represent both the Case IH and New Holland brands in New Zealand, we realised we needed to look at expanding both our dealership space and our staffing numbers, so the new dealership in Hastings became an immediate priority,” said Robby Smith, Stevenson and Taylor General Manager.

On the South Island, Case IH dealer Cochranes – which has branches in Amberley, Leeston, Ashburton and Timaru - has just opened a new branch in Blenheim, 32 Stuart Street, to assist with the addition of New Holland to Cochranes’ brand portfolio and the associated increased customer demand for products, parts and service requirements.

“It’s certainly been a big year, but this latest expansion has gone really well, as has the transition to New Holland, thanks to the support of CNH Industrial and all our staff, who are enthusiastic about the opportunity and really got on board. New Holland customers have been very welcoming, too, so there’s a lot to look forward to and exciting things ahead,” said Chris West, Cochranes’ Managing Director.

Chris said the outlook for Cochranes’ regions was good for the remainder of the year, while acknowledging New Zealand farmers in every sector of the industry were facing challenges currently, and that machinery supply was no longer an issue, with good stock levels across both the Case IH and New Holland brands.

Robby said the Waipukurau and Hastings regions were also well catered to in terms of machinery supply, with sheep and beef producers and ‘lifestyle’ customers in the Waipukurau region requiring machines at the lower horsepower end of the tractor ranges. With the addition of the Hastings branch, would come an increased demand for specialty tractors for the horticulture and viticulture sectors, and higher horsepower machines for grain producers.

“It’s been such a great year for us. With the New Holland transition, when I was first asked about it, I couldn’t believe the opportunity, and we grabbed it with both hands. The whole team’s embraced it, and we’re so proud to now be representing both the Case IH and New Holland brands,” he said.

**PHOTOS:**

**Stevenson and Taylor opening:** General Manager Robby Smith, centre, with his team and CNHI guests at the opening of the new expanded premises in Hastings.

**Cochranes NZ:** Chris West, second from left, says the latest expansion of the business has continued what’s been a big year. Chris is pictured with Cochranes’ Sarah Cochrane and James Cochrane (far right), and CNH Industrial NZ Commercial Business Manager, Murray Grant.

***CNH Industrial*** *(NYSE: CNHI / MI: CNHI) is a world-class equipment and services company. Driven by its purpose of Breaking New Ground, which centers on Innovation, Sustainability and Productivity, the Company provides the strategic direction, R&D capabilities, and investments that enable the success of its global and regional Brands. Globally,* ***Case IH*** *and* ***New Holland Agriculture*** *supply 360° agriculture applications from machines to implements and the digital technologies that enhance them; and* ***CASE*** *and* ***New Holland Construction Equipment*** *deliver a full lineup of construction products that make the industry more productive. The Company’s regionally focused Brands include:* ***STEYR****, for agricultural tractors;* ***Raven****, a leader in digital agriculture, precision technology and the development of autonomous systems;* ***Flexi-Coil****, specializing in tillage and seeding systems;* ***Miller****, manufacturing application equipment;* ***Kongskilde****, providing tillage, seeding and hay & forage implements; and* ***Eurocomach,*** *producing a wide range of**mini and midi excavators for the construction sector, including electric solutions.*

*Across a history spanning over two centuries, CNH Industrial has always been a pioneer in its sectors and continues to passionately innovate and drive customer efficiency and success. As a truly global company, CNH Industrial’s 40,000+ employees form part of a diverse and inclusive workplace, focused on empowering customers to grow, and build, a better world.*

*For more information and the latest financial and sustainability reports visit:* [*cnhindustrial.com*](http://www.cnhindustrial.com)

*For news from CNH Industrial and its Brands visit:* [*media.cnhindustrial.com*](https://media.cnhindustrial.com/)