

Basildon, 6th July 2020

Case IH forms exclusive distribution alliance with Bednar FMT

Case IH and Bednar FMT have announced a strategic distribution agreement that sees Bednar FMT supply its range of farm machinery exclusively through the Case IH dealer network.

With a strong focus on innovation, Bednar FMT currently exports its wide range of cultivation, drilling and fertilising equipment to 39 countries worldwide from its base in the Czech Republic. From 1st August 2020, in the UK and ROI markets, Bednar FMT will only distribute its range of farm equipment through Case IH dealers.

“We have entered into this relationship with one aim; to secure a well-respected, forward-thinking brand for our Case IH dealer network, enhancing the product offering they are able take to their customers,” said Paul Harrison, Business Director Case IH UK & ROI. “From a 2m topper to an 18.4m disc cultivator, Bednar offers a full range of agronomic solutions for mixed and arable farmers alike.”

In the UK and ROI division of Bednar, Managing Director Warren Rivers-Scott and his team will continue to be responsible for the sales, demonstrations and support of the Bednar equipment. However, Case IH and Bednar will work together at dealer, regional and national events, supporting the growth of both businesses through the Case IH dealer network.

On reaching this agreement Warren commented: “Despite being a well-known and well-respected brand in Europe, Bednar is a new name on the lips of many farmers in the United Kingdom and Republic of Ireland. Bednar is a family business that prides itself on its close relationships with farmers, we are sure that with the cooperation of Paul and his Case IH team, Bednar machines will quickly become a favourite in many fields around the countryside. This is a fantastic opportunity for Bednar, Case IH and its dealers. But most of all, it offers a progressive range of products to British and Irish growers.”

Paul added: “We look forward to working with Bednar FMT and firmly believe this relationship will bring both opportunity and franchise security to the Case IH dealer network.”

Photos attached.

For more information on Bednar: www.bednar.com/en #thejoyinfarming #bednaruk

For more press releases and photos: <http://mediacentre.caseiheurope.com>

Case IH is the professionals' choice, drawing on more than 175 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers is supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at www.caseih.com. Case IH is a brand of CNH Industrial N.V., a world leader in capital goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.



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