

CASE IH APPOINTS A NEW DEALER



Hartwigs has just been appointed as the Case IH dealer in the Wagga Wagga and Albury regions. Established in 1923, Hartwigs is the largest regional transport dealership in Australia, and they know how to serve the transport industry. With a proud tradition of customer service through four generations of new truck sales, Hartwigs has now expanded into the agricultural machinery market and will provide sales, service and parts for an extensive range of Case IH products.

Hartwigs Director, Tim Hartwig, says, Case IH products will have a major presence in the company, extending the product lines and services that Hartwigs already offers the region.

We have been involved in the Agricultural industry for a long time and it's something we are very proud of. Tim says.

Case IH NSW Business Manager, Phil Withell, says, Hartwigs will be a great fit for the Case IH brand. They are very professional and business minded, and they have a great history of providing the highest level of customer service and that's very important to Case IH customers.

This appointment fits in well with the Case IH strategy of making sure that the needs of farmers are always top of mind. Phil says.

General Manager of Case IH Australia, Hylton Taylor, says that the brand has redefined what it stands for, meaning farmers will have a better understanding of how Case IH can help them to grow their business.

Case IH represents power, heritage, productivity and approachability to agricultural producers worldwide, he says. We have a nearly 200-year legacy of developing premium equipment for agriculture and providing support to people who depend on our products.

Over that time, our brand has become a treasured asset. There's a tremendous amount of loyalty to Case IH that's been built through years of hard work by our people, great representation by our dealers, and solid performance by our equipment.

To visibly reinforce the Case IH commitment to people in agriculture, the Case IH logo is evolving; an evolution not undertaken lightly.

Traditionally, the 'I' in the Case IH logo has represented the equipment operator and been referred to as 'the driver'. Returning 'the driver' to a bold Case IH red symbolises renewed focus on people," Hylton says. It's to help remind us all that we are a company our dealers and customers can talk with. We want to make sure we reinforce our approachability.

A new tagline will be introduced at the same time as the logo. "FOR THOSE WHO DEMAND MORE" accomplishes three things, he points out. First, it expresses our brand persona; second, it sets a standard for what our dealers and customers should expect; and, third, it serves as a rallying cry for our employees. It reinforces the emphasis on people.

As a company we continue to help farmers become more productive to meet the ever-increasing food, fibre and fuel demands of a growing population.