

FARM EQUIPMENT

Farm Catalog • Rural Lifestyle Dealer • Ag Equipment Intelligence • Conservation Tillage Product Guide

P.O. Box 624, Brookfield, WI 53008-0624

Phone: 800/645-8455 • 262/782-4480 • Fax: 262/782-1252

E-mail: info@lesspub.com • Web site: www.farm-equipment.com

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Contact: Kim Schmidt

262-782-4480x431

kschmidt@lesspub.com

New Holland Rochester Earns *Farm Equipment's* Prestigious 2014 "Best-in-Class Dealership" Award

BROOKFIELD, WIS. — July 14 — New Holland Rochester in Rochester, Ind., has been selected as the 2014 "Best-in-Class Farm Equipment Dealership" by *Farm Equipment* magazine.

Farm Equipment presents its "Dealership of the Year" awards annually to farm equipment dealerships in two categories: one for those with a large, multi-store operation and one for those with a small-store operation.

New Holland Rochester, which is a 6-store retailer of New Holland equipment along with several shortline brands, earned the distinction this year in the Small-Store Operation category not only for its outstanding financial and operational results, but also its attention to customer care, employee development and community involvement.

Nearly 100 dealerships were nominated for this year's award.

The dealership was chosen for the award by a panel of renowned farm equipment experts. In their selection of New Holland Rochester, the judges noted **the dealership opened a new store location in 2013, started a solar business and became an OEM supplier of cornrowers for New Holland.**

Farm Equipment's Dealership of the Year judging panel included Dr. W. David Downey, director, Center for Agricultural Business, Purdue Univ., West Lafayette, Ind.; David L. Kahler, retired CEO of the Ohio-Michigan Equipment Dealers Assn., Dublin, Ohio; and Charles Glass, president, Glass Management Group, Arlington, Texas.

New Holland Rochester was founded in 1987 and is very active in its community, including participating in service clubs, chamber of commerce, 4H, FFA and local government.

Farm Equipment magazine profiles the winners of its Dealerships of the Year in its July/August 2014 edition. The complete article can be seen at www.farm-equipment.com.

Farm Equipment magazine, based in Brookfield, Wis., serves more than 12,000 farm equipment dealers, wholesalers and distributors throughout North America. It is also the publisher of *Rural Lifestyle Dealer*, *Ag Equipment Intelligence*, *Precision Farming Dealer*, *No-Till Farmer* and the *Conservation Tillage Guide*.

For more information, contact Dave Kanicki, executive editor, *Farm Equipment*, at dkanicki@lesspub.com, or Kim Schmidt, managing editor, *Farm Equipment*, at kschmidt@lesspub.com.