

PRESS RELEASE – January 2014

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## Hire fleet operator Hawk places first order for new McCormick X7 Pro Drive tractors

- First fleet order from Hawk Tractors for new McCormick X7 Pro Drive
- Right combination of features and simplicity for Hawk customers
- Exhibiting at LAMMA for the first time to explain benefits of hire

Hawk Tractors – part of the £70 million Hawk Group – announced at the LAMMA show an initial order for 10 of the all-new McCormick X7 Pro Drive tractors, as part of a 20-tractor order for summer 2014 operations.

“We run several makes within our fleet of more than 270 tractors to meet different customer needs but our longest working relationship by far is with the McCormick tractor range,” says Hawk director, John Smith. “Over the years, they have provided our regular customers with reliable, easy-to-use machines, so I’m delighted that Hawk will be among the first customers for the new McCormick X7 Pro Drive.”

The X7.660 Pro Drive ordered by Hawk Tractors is one of three six-cylinder models with a McCormick Betapower 6.7-litre engine by FPT housed in a heavy cast chassis. Rated power output is 151hp with up to 165hp available for draft work, such as cultivating and ploughing, and 175hp with Power Plus transport/pto ‘boost’.

The X7 Pro Drive range also includes four-cylinder versions with rated speed outputs starting at 131hp and climbing to 175hp max; the top model in the range is rated at 175hp, with 188hp draft work output and 212hp for pto and transport.

Hawk Tractors is exhibiting at LAMMA for the first time to promote the advantages of hiring tractors as they are needed. It’s an economical way of getting a modern, up-to-date tractor on the farm, says John Smith, because there is no big capital outlay and routine servicing and repair costs are included in the rental charge, which qualifies as a tax-efficient business expense.

“Some go out for a few weeks to farmers and contractors needing extra power for silage-making or autumn cultivations and drilling,” he explains. “Others are hired for several months at a time when operators need to expand their fleet for high seasonal workloads, such as the potato harvest.

“The McCormick tractors suit us and our customers – some of them won’t have anything except a McCormick!” he adds. “And the people at AgriArgo understand how we work and what’s important to us.”

John Smith and hire operations manager Andrew Annandale first looked at the new McCormick X7 Pro Drive under the spotlights at Agritechnica in November and liked it.

“We then tried it out at AgriArgo’s base in Yorkshire and liked it even more,” he says. “It ticks all the boxes as a tractor with the modern controls and features that most drivers expect these days but without being too complicated to put a seasonal employee or someone relatively inexperienced in the seat.”

As usual the Hawk tractors will be supplied and serviced by established McCormick dealers: “In our experience, the McCormick dealers we work with have always provided good back-up, treating the tractor and customer as their own. That is crucial to the success of our nationwide hire operation.”

Ends



**McCormick X7 Pro Drive + John Smith – Ray Spinks 01.jpg**

*It's a deal! John Smith of national hire operator Hawk Tractors shakes on a deal for 10 McCormick X7.660 Pro Drive tractors with Ray Spinks, general manager and sales director at McCormick distributor AgriArgo UK.*

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