

PRESS RELEASE – December 2013

## Farmers in Cumbria, Lancs and North Yorks are first to see new McCormick tractors

- Customer days for local launch of new McCormick X7 Pro Drive tractors
- Imaginative design brings modern technology with traditional simplicity
- Six models with four- and six-cylinder engines for popular power choice

Farmers in Cumbria, Lancashire and North Yorkshire had an exclusive first drive of new tractors from the McCormick stable when newly-appointed dealer Bryan Hoggarth ran a series of customer days (December 10-13).

Two McCormick X7 Pro Drive tractors fresh from the factory – and the first to be seen in Britain – were available for farmers to inspect and drive at locations near Kendal, Millom, Great Ecclestone and Skipton.

“The development of these new tractors was a deciding factor in our recent switch to McCormick from the brand we represented for 20 years,” says Mr Hoggarth. “The current McCormick higher horsepower models are solid, simple tractors but a lot of owner drivers and operators want something with more technology and sophistication these days.

“The new McCormick X7 Pro Drive certainly provides that but in a way that still makes them easy to drive,” he points out. “The modern controls and styling are underpinned by a unique combination of some of the best tractor hardware, including a ZF transmission, Carraro front axle with independent suspension and FPT engines with efficient exhaust emissions technology and good fuel economy.”

Bryan Hoggarth and his team are determined to put McCormick back on the map in an area where the range has lacked dealer support in recent years. The territory allocated to the Carnforth-based dealership covers north Lancashire and south-east Cumbria, then eastwards into the Yorkshire Dales. Established McCormick dealers successfully cover adjoining areas.

Farmers and contractors who went along to the daytime customer events certainly showed keen interest, with most getting behind the wheel of the six-cylinder X7.670 Pro Drive. Comments about the new cab and control console, as well as the tractor overall, were very encouraging.

“I think everyone who came along now recognises that the new models stand comparison with similar tractors from other leading manufacturers,” says Bryan Hoggarth. “And the X7 Pro Drive is just the beginning – the McCormick range will be transformed by a whole series of new models over the next couple of years.

“Together with our emphasis on service and parts support, I’m confident this will soon bring new McCormick tractors back on to farms in the area.”

Ends



**McCormick – Bryan Hoggarth 030.jpg**

*The sales team with the first McCormick X7 Pro Drive tractors seen in Britain (from left): Alan Robinson, Jonathan Hoggarth, Bryan Hoggarth, Murdo Macphee and Adam Graham, who also looks after the Hog Hire tractor hire fleet.*



**McCormick X7.670 + X7.460 05.jpg**

*Six-cylinder versions of the all-new McCormick X7 Pro Drive series will be available first, with engine outputs from 165-212hp.*



**McCormick – Bryan Hoggarth 001.jpg**

*McCormick line-up at the Bryan Hoggarth customer day staged at the Westmorland showground near Kendal.*

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