

PRESS RELEASE

Issued: 1st November 2022



NEW ERA BEGINS FOR REA VALLEY TRACTORS

The 1st November marks a new era in Rea Valley Tractors' 38 year trading history as they embark on new franchise agreements, and an extended territory.

Becoming one of the biggest agricultural machinery dealers in the country, RVT is opening three new branches in Middlewich (Cheshire), Ormskirk (Lancashire) and Denbigh (North Wales). This is in addition to existing branches in Welshpool (Mid Wales), Sudbury (Derby), Newport and Shrewsbury (Shropshire). This means RVT will now more than double its trading area for its new franchise New Holland, and enhance the coverage for JCB and Kuhn Farm Machinery and many other premium agricultural brands it already supplies.

Their Sudbury depot moves forward as a JCB Centre of Excellence and has also been able to secure an enhancement to their current Kuhn portfolio as a dedicated Kuhn Baler Centre.

The changes have created more than 60 job opportunities throughout the company, whilst retaining 95% of their current highly experienced workforce, who bring many years of knowledge in the agricultural sector. Alongside the introduction of dedicated product specialists for harvest products, JCB, and in-field parts, RVT have invested heavily in their people and workplaces to maximise the level of service their customers have come to expect.

RVT will continue to service and provide parts for their customers existing machines for years to come, as well as offering a large demonstration fleet for the latest machines in their new product range.

The announcement comes as part of a wider changing environment faced by many of the UK agricultural machinery dealerships. RVT recognise that these dealer changes and consolidations, which are happening throughout most areas of the UK, can be both exciting and unsettling for some customers.

Steve Petford, RVT's Managing Director comments "New relationships will take time to build, but in a relatively short time, RVT's aim is to provide all customers both established and new, with a much more enhanced service than ever would have been possible before. Through our seven depots we will have dedicated specialists in your field, who will be operating with local support by local teams and we look forward to showcasing the outstanding service RVT has to offer."

"This is a new dawn for Rea Valley Tractors. After 38 years, we are really excited by the opportunity not only for our business, but customers alike by supplying and servicing machinery from world-class

RVT Denbigh
01745 703226

RVT Middlewich
01270 901062

RVT Newport
01952 822922

RVT Ormskirk
01695 213139

RVT Shrewsbury
01743 289104

RVT Sudbury
01283 821345

RVT Welshpool
01938 553900



Head Office: Seven Acres, Newport Road, Shrewsbury, Shropshire SY4 4RR
Rea Valley Tractors Ltd, Company Registered in England & Wales No 01813871
Registered Office: Dunstall Estate Office, Old Hall, Dunstall, Burton Upon Trent, Staffordshire DE13 8BE

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British manufacturers. Combined with our skilled workforce, knowledge of the area and drive to move our business forward, the future is tremendously exciting” said RVT’s Chairman Simon Clarke.

RVT look forward to sharing their plans over the coming weeks and months, look out for the latest news on their website reavalleytractors.com, social media channels or through regular publications and advertisements.

Are you interested to find out more about working with one of the country’s leading dealerships? Visit reavalleytractors.com or call us on 03300 568800

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RVT takes its first delivery as they become New Holland dealers

Pic L-R: Andrew Petrie (NH Area Sales Manager), Pat Smith (NH UK Business Director), Steve Petford (RVT Group Managing Director), Simon Clarke (RVT Chairman), Matthew Clarke (RVT/Dunstall Holdings), Matthew Mulligan (RVT Operations Director)

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