

CLAAS recognise McCARTHY excellence

The prestigious CLAAS UK 'Dealer of the Year' Progress Award for 2021 has been recently presented to McCARTHY.

The award recognises the overall level of performance by a CLAAS dealer in the UK and Ireland in three key areas: Finance, Dealer Performance and Customer Feedback.

The award is a major achievement for McCARTHY, who are based at Carrigtwohill, Co. Cork and Lisavaird. The award process assesses not only the dealership's overall performance but also reflects the results of the Customer Feedback Survey. McCARTHY scored well in both categories improving significantly on their performance from the previous year, underlining their commitment to their customer base and the first class customer care service they provide.

The announcement and presentation of the 'Dealer of the Year Progress' award to Tim McCarthy was made at the CLAAS Dealer Council meeting, held at the recently completed new CLAAS UK headquarters at Saxham, Suffolk in November.

Captions:



Tim McCarthy (right) being presented with CLAAS champagne from Trevor Tyrrell, Senior Vice-President (Western Europe & Oceania) and CLAAS UK CEO, for achieving the CLAAS 'Dealer of the Year Progress' Award 2021.



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About CLAAS

CLAAS (www.claas-group.com) is a family business founded in 1913 and is one of the world's leading manufacturers of agricultural machinery. The company, with Head Office in Harsewinkel, Westphalia, is the European market leader for combine harvesters. CLAAS is the global market leader for another large product group: self-propelled forage harvesters. CLAAS also holds the top spots in global agricultural technology with its tractors as well as its agricultural balers and grassland harvesting machines. Cutting-edge agricultural information technology also forms part of its product range. CLAAS employs more than 11,400 staff worldwide and in 2020 generated a turnover of 4.04 billion euros.

