

## RICKERBY win prestigious 'Dealer of the Year' award

The prestigious CLAAS UK 'Dealer of the Year Performance' award for 2021 has been presented to RICKERBY, making it a double for the company, who also won the highest CLAAS Platinum Dealer Excellence Award.

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

As the largest CLAAS dealership in the UK, with eight branches covering the north of England and the Scottish borders, for the business to excel in all these aspects is a considerable achievement. This is because the award process not only assesses the dealership's overall performance, but also the performance of each of its individual branches. The award also reflects the results of the Customer Feedback Survey and RICKERBY scored well in this category too, 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 Performance' award to Ken Conley, Managing Director of RICKERBY, was made at the CLAAS Dealer Council meeting, held at the recently completed new CLAAS UK headquarters at Saxham, Suffolk.

Additional awards were presented to CLAAS EASTERN, who were also presented with a CLAAS Platinum Dealer Excellence Award for the high level of performance throughout their seven branches, while Gold Dealer Excellence awards were presented to MORRIS CORFIELD in the West Midlands and ERWIN from Northern Ireland.

### Captions:



Ken Conley (right), Managing Director of RICKERBY, being presented with the CLAAS Platinum Dealer Excellence Award by Trevor Tyrrell, Senior Vice-President (Western Europe & Oceania) and CLAAS UK CEO. RICKERBY went on to also win the overall 'Dealer of the Year Performance' Award



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