

# The power of advertising



Adrian Lavender

An advert usually only has a second in which to catch your eye to take a proper good look at it.

So when Adrian Lavender was flicking through Farmers Guide last May and saw a MANNNS advertisement for a new ARION 610C with an on-farm price of £60,000, he decided to contact MANNNS Norfolk for more information.

"I initially flicked on past the advert, but it then registered what it said, so turned back to look again at exactly what the offer was," explains Adrian. "We weren't in the market to change our tractor, let alone buy a new one, but it was the fact that it specifically mentioned the ARION 610 that initially caught my eye as that is our perfect tractor. Had it mentioned any other model I would not have been interested."

## THE LAST NEW TRACTOR WAS 25 YEARS AGO

Adrian and his brothers farm 200ha near Northwold in Norfolk, mainly growing cereals but they also make 40ha of hay for sale. Le Mans built tractors have been used on the farm for many years, starting with a Renault Ares 620 and then progressing onto a CLAAS Ares 656 in 2005, which in turn was superseded by an ARION 610, plus they also run a small AXOS.

"The last new tractor we bought was 25 years ago, so to buy new instead of used was a big investment for a small family farm, but it was too good an offer to ignore. Having discussed it with my brothers, I then spoke to Thomas English at MANNNS was invaluable to us, because of his considerable product knowledge and being able to tailor a finance deal that suited our cashflow."



