

The complete move back to CLAAS tractors



Marcus Land (right) and Will Land (left)

Excellent product, good communication and dealer back up were the main reasons that Marcus Land made a complete move back to CLAAS tractors.

At the forefront of this family contracting business are not only Marcus and Will Land but also their two CLAAS ARION tractors; a 660 CEBIS, CMATIC and 630 CIS +, CMATIC. Up until recently the Herefordshire based business was predominantly an arable enterprise growing cereal crops with approximately 400 acres of this being estate owned. With the estate now taking the farm back under it's own management, Marcus and Will have scaled-back and really focussed on servicing the demand of their local farmers. This has seen the business concentrate on grassland management and producing their own haylage.

Marcus' relationship with the RENAULT and CLAAS brand dates back to the year 2000 when he purchased his first tractor from salesman, Huw Brown. Since then, they have purchased approximately 15 CLAAS tractors from the dealership but did hit a slight blip in the road.

A BLIP IN THE ROAD

When it came time to change a tractor a few years ago, Marcus needed something with more horsepower whilst maintaining a smaller chassis tractor. This wasn't something that CLAAS offered at the time, so subsequently on this occasion, he purchased a competitive machine. Despite this move, Marcus did continue to operate an ARION 640 CMATIC and ARION 460 tractor but thought this higher

horsepower competitive tractor might complement the fleet well.

"The whole experience ended up being very disappointing! We had no end of trouble with the machine as well as the service support. I found the tractor to be in the workshop more times than it was in the field and for the success of our business, it just couldn't continue. We know that all machines have their niggles, but it is how it is dealt with that matters! After 3 years of problems, I had lost all confidence in the tractor and the dealer assistance, so I searched for something to replace it. I already knew the support from RIVERLEA and CLAAS UK was five-star, so it was a natural decision to go back."

IMPRESSED WITH CMATIC

The move back to larger horse powered CLAAS tractors started with a demonstration of an ARION 660 CEBIS, CMATIC tractor from RIVERLEA, Marcus was so impressed with the tractor that it stayed on farm. Soon after the addition of the 660, Marcus had spotted an ex-hire ARION 630 CIS +, CMATIC with an almost perfect specification online. He contacted Huw and put his name on it straight away. The CMATIC transmission was a feature that particularly drew Marcus to both machines largely because of his issues with a bad knee as well as many other benefits it had already provided to his operations.

"Once you have had a CLAAS CMATIC gearbox, I can confidently say, you won't go back! Our competitor machine was a VARIO style transmission, but it is nothing compared to the CMATIC system. Both tractors are responsible for a variety of applications including hedge cutting, muck spreading, fertiliser spreading, large square baling, raking and road work during maize harvest. We have found the transmission really makes the job so much easier, not just for the

“Whether you own 40 combines or a single rotor rake, you are a valued CLAAS customer.”

Marcus Land



operator but we have also seen increases in our fuel efficiencies and machine output. Specifically with hedge cutting and baling, the CMATIC is seamless. Another great benefit is the additional control it gives us on steeper terrain, which we have a lot of around here!”

As well as the ease of the CMATIC transmission, both tractors are set up with GPS steering which allows for ultimate precision when out in the field.

GPS PRECISION

“With commodity prices as they are, we are aware that we need to be precise in our applications of products such as fertiliser, so the GPS has ensured we aren’t over-applying. Everything is so easy to monitor from in the cab and through the CLAAS telematics system, which allows us and the RIVERLEA service team to closely monitor the machine.”

With CLAAS tractors firmly back with the Land family, the future plans are set to build upon their loyal customer base that spans a 20-mile radius of their home farm in Ross-on-Wye. Having the support and reliability of RIVERLEA and CLAAS, Marcus is far more confident that these key machines and relationships will be integral to drive his business forward.

“We have built such a strong relationship with RIVERLEA since the opening of their Raglan branch and with the product over the last 22 years, and it really is the whole package from enquiry to sales, parts supply, and the service back-up. The attentive and quality back-up from them is something we simply cannot do without as well as the reasonable servicing costs. Both with RIVERLEA and CLAAS UK, whether you own 40 combines or a single rotor rake, you are a valued customer. For me, running a family business, that ethos and attitude is worth a lot!”

