

“Reliability comes first”



Andrew, son Robert and Susan Sanderson, presented with their new JAGUAR at the CUK headquarters.

Based near Blackpool the contracting business W J Sanderson was started by Mr Sanderson senior back in 1952. Today the business is run by Mr Sanderson's two sons Andrew and William, and it remains a full family concern.

The Sandersons' first CLAAS forager, a new 62 trailed machine arrived on farm in 1980. This was followed closely by their first CLAAS self propelled forager, a second-hand JAGUAR 682.

Through the 1980s the family ran foragers from various manufacturers, before deciding to return to their roots with CLAAS, and they've never looked back. The relationship with their local dealer RICKERBY has been key to this long term return to CLAAS.

Now on their thirteenth JAGUAR, Andrew prefers to 'skip' the unlucky number thirteen, and counts his current machine as his twelfth – he's run twelve self propelled foragers and one drag forager. His next new CLAAS self propelled forager he'll count as his fourteenth – so missing out the ominous number thirteen!

(On another 'numbers' note, Andrew is also very influenced by the number 23. Born on the 23rd, his wife was born on the 23rd, engaged on the 23rd and married on the 24th (the 23rd was a Friday), Andrew's latest forager has a 23 plate – he may not be superstitious but knows it will be hard for him to part with that particular machine.)

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Andrew Sanderson





WHAT ARE THE STAND-OUT FEATURES?

We asked Andrew what are the stand out features of a CLAAS forager to him. "A few things really" he commented, but reliability of the machines came top of his list.

"All machines break down at some point" he stated, "but the backup is superb, as is the Parts availability, to keep us moving in the field as quickly as possible".

"Our latest machine came with the improvements to the cab with the new armrest and joystick, both of which I find really easy to use. I'm also impressed with how quiet the cab is now. Also the PREMIUM LINE wear liners we have had fitted in the last couple of machines have lasted really well and I wouldn't think of not having it on future foragers as it keeps the machines' running costs down.

WHY DO YOU KEEP BUYING CLAAS JAGUAR?

"We feel like part of the family somehow, that we as customers really matter." states Andrew.

"Resale values of the machines are very good and the product itself is just so reliable. That's all to do with back up, parts, service, right through to the guys in the workshop."

"Our relationship with our dealer feels like being part of a larger family. I had a problem with one of the harvesters, RICKERBY called Dean Cottey (CUK Product Manager, Foragers and Green Harvest) to discuss the issues we were having, and Dean turned up at the farm. I was so impressed with that level of attention and that he himself came out to see me."

Andrew, his wife Susan and their son Robert were recently invited to the CLAAS headquarters at Saxham, to celebrate the sale of the 3,000th JAGUAR in the UK and Ireland to Andrew. The JAGUAR 880 had been given a unique special edition 3,000th 'wrap', which the family were delighted with. They also received a 1:32 scale model of the forager with the same unique wrap.

A great day was enjoyed by all, including the local RICKERBY Field Sales Manager Rob Bell and everyone agreed the new Saxham headquarters were "superb!"