



Farming Together

March 2012

Welcome to the first edition of 'Farming Together', Echuca CIH's monthly newsletter. Each month we will profile staff members, bring you the latest news from our Sales and Aftersales departments, as well as any industry news we think maybe of interest to you. The newsletter is designed to keep you, our business partners, better informed about the behind the scenes activities at Echuca CIH. Our hope is that this becomes an informative Newsletter that our customers look forward to receiving each month.

Darren Stephenson (Dealer Principal)

Staff News

We are continually expanding our work force to improve our service and commitment to our customers. As a result we welcome three new employees to the Echuca CIH family.

Brody Burke started in February as a 1st year apprentice mechanic. Brody comes to us with work experience from his VET (Vocational Education & Training) program. Brody enjoys working on his cars during his spare time.

Laurie Jones started in February as an addition to our Service Technician team. Laurie comes with 10 years experience and will be a valuable member to our team. In his spare time, Laurie loves riding dirt bikes.

Michelle Steenbuck also started in February as a Sales Coordinator. Michelle has recently relocated her family from Melbourne where she worked at Kubota Tractors for the past 4 years. During her spare time, Michelle enjoys relaxing with her family.

Sales News

This update from the sales team will be a regular feature of our newsletter. Our sales team headed by Dealer Principal Darren Stephenson, includes Geoff Harris, Leo Dullard, Bruce Watson; and Phil Kennaugh - our guidance guru.

Although we are selling an ever increasing variety of brands and models, the Case IH brand is still our first priority and always will be. Availability of Case IH stock in Australia has been causing some frustration during the last 12 months due to the massive demand for medium to large tractors in every part of the world. The financial crisis

that has crippled the world since 2008 has not affected the demand for bigger and more efficient farming gear. The ever increasing world population still needs to eat.

Each month's update will single out a different product and give you an overview of the marketing programs on offer at the time.



Service News

Echuca CIH Service Department consists of Andrew Hall Service Manager, Janine Rose Service Administration, eleven qualified service technicians; and 4 apprentices.

Echuca CIH Service Department services headers, balers, tractors, spray units, mower conditioners, windrowers, seeders, grain cleaners, PTX pump engines, ATV's and guidance equipment.

Echuca CIH Service Department is an environment friendly workshop that offers waste oil and filter removal.

The department also has a parts wash which uses less water, less chemicals and less labour intensive which decreases the time used to clean parts by the technicians.

Echuca CIH Service Department work in conjunction with the Parts Department to make sure that all parts are distributed to jobs correct and on time. Any service queries you can contact Andrew Hall on 03 5482 1733.



Parts News

Echuca CIH Parts Department consists of four staff members—Luke Feiss, Damian Bawden, Jason Jennings and Rhys McKeown. A combined total of 45 years experience!

We are dedicated to our customers, so during the high season, our Spare Parts service is available to you 24 hours a day, 7 days per week.

Our office is open Monday to Friday from 8am to 5.30pm, and

on Saturday mornings until midday.

Our Parts Department can provide an overnight delivery service from Bendigo to Hay, and Charlton to Kyabram.

Our commitment is to our customers and to our business. To ensure we provide the best service possible, we have total line items that exceed 25,000 parts, and the value of our stock is over \$1.3 million.

Now that the weather is starting to cool down, what a great opportunity to take a walk through your shed, and check your headers and balers in time for the up and coming season. Preseason orders are now being taken for all your preventative maintenance. To book in your maintenance service, please call our Spare Parts team on 03 5482 1733.

Marketing & Promotions

We have got you covered! From small to medium tractors, 25HP to 140HP. Value for money across a range of operating environments. Case IH are offering extended Red Cover and a low finance rate of 1.99% on the Maxxfarm, JX High Clearance, JX or JX Straddle, JXU, Quantum C and Maxxum.

THE CHOICE IS YOURS...
We have got you covered! From small to medium tractors, 25HP to 140HP. Value for money across a range of operating environments.
PLUS for a limited time only you can also get:
1.99% FINANCE OVER A 36 MONTH TERM (30% DEPOSIT)
2 YEARS/2000 HOURS REDCOVER WARRANTY OR
3 YEARS/1500 HOURS REDCOVER WARRANTY

Choose from:

Maxxfarm JX High Clearance JX or JX Straddle

JXU Quantum C Maxxum

HURRY THIS IS FOR A LIMITED TIME ONLY!

www.caseih.com 1800 227 344 **CASE IH** CAPITAL



'BE GREEN AND READ FROM THE SCREEN'. If you would like to receive this newsletter electronically, please email your details to michelle@echucacih.com