

Three Rivers Machinery expands into Dubbo, extends CNH offering across network

From today, Three Rivers Machinery Dubbo has replaced Geronimo Farm Equipment Dubbo and has begun stocking New Holland machinery alongside its Case IH stablemate.

New Holland, Sydney, May 2024

Well-known Warren businesspeople John and Bronwyn Plunkett, who earlier this month marked 40 years in business, are embarking on an exciting new chapter for Three Rivers Machinery, assuming ownership of Geronimo Farm Equipment in Dubbo.

As well as taking over the New Holland franchise from the previous franchisee, Three Rivers Machinery will now showcase more CNH brands across their four dealerships located in Warren, Narromine, Gilgandra and Dubbo in Central West New South Wales.

These include Case IH, New Holland, CASE Construction Equipment, K-Line Ag, Flexi-Coil and Horwood Bagshaw across all four locations.

Three Rivers Machinery Dealer Principal John Plunkett said the acquisition and expansion of the CNH offering made sense to achieve synergies for his business, while offering customers access to a wider range of machinery.

“Offering a more diverse range of products under the CNH banner means we're providing a more complete sales, parts and service solution for the customer base,” he said.

“Our region is a mixture of broadacre, irrigation and mixed farms, including livestock. Making the whole CNH range available means we can meet whatever requirements our customers have across the Central West region.

“As a small business, the alignment of the CNH Brands provides us with the economies of scale for sustainability.

“Our service technicians are CNH trained on both Case IH and New Holland equipment, with technicians and workshops at all four locations, as well as technicians available for on-farm service work.”

John said his family has had a continuous line of retail businesses in Warren for 128 years, including hardware, whitegoods, a supermarket, and now machinery.

"The Three Rivers team is led by our eldest daughter Ruth, and our experienced management team who all live locally," John said.

"The business is structured in a professional corporate way, with a family business feel.

"Our number one objective is to provide quality agricultural equipment to our customers, with the highest level of service and support for the life of their equipment."

CNH Business Director for Agriculture ANZ Aaron Bett said farmers in Central West NSW were in good hands with Three Rivers Machinery.

"John, Bronwyn and Ruth's years of experience in the agricultural machinery industry guarantees the ultimate experience for every farmer for all CNH product and service needs," he said.

"The family has deep, generational roots in the farming community and they truly understand their customer's diverse requirements across the region.

"The addition of the New Holland range to the full range of Case IH products across Three Rivers' four locations means the region's farmers are the big winners.

"There's more choice for local farming operations with our machines known across the industry for innovation and market leading capabilities."

[ENDS]

For over 125 years, New Holland has supported farmers with the technology, solutions and services they need for productive agriculture. It has a history of driving innovation, providing the answers to customer needs with a broad range of agricultural and light construction equipment. With proven production machines that utilise the latest alternative fuel technology to power the sustainable revolution in farming, we are the sector's Clean Energy Leader. Our expertise and innovations are backed by precision connected services and supported by a dedicated and global dealer network with a strong territory presence.

With you, Season after Season.

New Holland is a brand of CNH Industrial N.V. (NYSE: CNHI) a world-class equipment and services company.

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