

**05.02.2016**

**ArmaTrac Steals the Show at LAMMA 2016**

The long-awaited launch of the brand-new design of ArmaTrac tractors saw the brand stealing the limelight at the Lamma Show this year. The two new models in the spotlight, the Lux 1104 and the 504e, generated a very positive response overall.

The result was a monumental success: ArmaTrac UK is already welcoming two new dealers into its growing network - one covering Scotland, the other, both Northern Ireland and the Republic of Ireland. Each will be appointing a network of after-sales service centres within their defined areas.

Perhaps most notably, ArmaTrac reported a sale within the first six hours of the launch – the buyer, Andrew Robson, felt he did not even require a test drive, and is now the proud owner of an ArmaTrac 504e.

Robson stated, “I run tractors of this size on the farm, but they are all forty to fifty years old. I needed to update my fleet but struggled to find something suitable. I had a good day walking around the showground at Lamma; however, nothing caught my eye until I spotted the large ArmaTrac marquee, with the Turkish music playing. I was greeted by the warm and friendly staff who made me a coffee whilst I browsed the tractors, and I recognised straight away that the build quality and engineering was to a very high standard.

“I had never heard of ArmaTrac before; however, the tractor was so impressive that it spoke for itself. It has four-wheel drive, it is compact and back to basics, and it has the advantage of being equipped with a Perkins Engine. For me, this little beauty stole the show. The sales team were very friendly, efficient, confident, and easy to chat to, which made my decision very easy - I just had to have one! They're amazing value for money.”

Andrew Robson’s family have farmed at Merryshields since 1968. Robson farms in partnership with his two brothers and father. The farm lies 20 miles north of Newcastle upon Tyne, and consists of over 900 acres, 500+ cattle, 500 breeding sheep, and just over 100 acres of cereals. Robson runs ‘Andrew Robson Hay and Straw’, which operates in Northumberland, Cumbria, and south-west Scotland. He also does agricultural contracting. Over the last 10 to 15 years, Robson says he saw tractors getting increasingly larger, and felt the need for a smaller tractor in his enterprise.

While the ArmaTrac team certainly had months of meticulous preparation and dedicated hard work under their belt, no one could have predicted the amount of interest and buzz from the farming community, with nearly 100 field demonstrations booked over the next few of months. Keen and ready to meet the demand, the ArmaTrac UK team will be holding a succession of field demonstrations throughout March, April, and May, and will also be participating in the Farm Handling Experience event in Stoneleigh Park, Warwickshire on the 20th and 21st of April.

ArmaTrac UK Managing Director Simon Jones commented, “The ArmaTrac launch at the Lamma Show gave us such a fantastic platform. Our mission from the outset has been to bring a high-quality, robust, reliable, and cost effective tractor into the UK and Ireland marketplace, and we believe we have definitely made an impact. We have no doubt that once people experience the tractors for themselves, it will only be a matter of time before ArmaTrac becomes a household name.”

ArmaTrac's head office will be holding their UK Grand Opening event on Thursday the 3rd of March at their head office in Biddulph, Stoke on Trent, where they hope to give all prospective buyers, along with their friends and family, the chance to see the tractors’ performance demonstrated on the field. Attendees will also have the opportunity to experience the drive of these tractors for themselves.

The opening ceremony will begin at noon with an announcement by the town crier. The Staffordshire Moorlands Mayor David Shaw will be in attendance for the ribbon-cutting and the opening speech. The Lord Mayoress of Stoke City Council, Ms. Jean Bowers, will also be in attendance. This official ceremony will be followed by professional dancers offering traditional Turkish dance, an informal hog roast lunch, and an opportunity for the guests to view the premises. And of course, the ArmaTrac tractors will be there for guests to inspect and test drive.

If you are interested in being a part of this memorable event, please register your attendance with Debbie Windle at [debbie@armatrac-uk.com](mailto:debbie@armatrac-uk.com) by Tuesday 1st March so that catering numbers can be adjusted accordingly. All are welcome!

For more information about ArmaTrac UK, find them on [www.armatrac-uk.com](http://www.armatrac-uk.com) or contact them at [info@armatrac-uk.com](mailto:info@armatrac-uk.com).

**ArmaTrac UK & Ireland Distributor**

**Address**: AS Tractors Ltd.

Unit 2-3, Prospect Way

Victoria Business Park

Biddulph

Stoke-on-Trent

ST8 7PL

**Tel**: +44 178 252 3535

**Fax**: +44 178 251 3106

**ArmaTrac Global**

**Address:** Erkunt Traktör Sanayii A.Ş.

Organize Sanayi Bölgesi

Batı Hun Caddesi No. 2

Sincan 06395

Ankara / TURKEY

**Tel:**  +90 312 267 4488

**Fax**: +90 312 267 44 91

**Web:** [www.armatrac.com](http://www.armatrac.com)

**Facebook:** [www.facebook.com/ArmaTrac](http://www.facebook.com/ArmaTrac)

**LinkedIn**: [www.linkedin.com/company/armatrac](http://www.linkedin.com/company/armatrac)

**Sales Team:**

**B. Tarık Özeler**

Export Sales Manager

[tarik.ozeler@armatrac.com](mailto:tarik.ozeler@armatrac.com)

**Ömer Durmaz**

Junior Territory Manager in charge of Western Europe, Far East, the Caribbean Islands, Middle East

[omer.durmaz@armatrac.com](mailto:omer.durmaz@armatrac.com)

**Corporate Communications Team:**

**Nil Yalçınkaya**

Corporate Communications Specialist

[nil.yalcinkaya@armatrac.com](mailto:nil.yalcinkaya@armatrac.com)

**Aslıgül Armağan**

Social Media Representative

[asligul.armagan@armatrac.com](mailto:asligul.armagan@armatrac.com)

**About ArmaTrac:**

*Since 2007, Erkunt Tractor Ind. Inc. has exported its tractors under the ArmaTrac brand in international markets and currently works with a range of distributors in Europe, the Middle East, and Africa. The company is the first producer in Turkey to design and manufacture its own tractors, giving it pioneer status in the Turkish tractor industry. The company currently produces tractors with engines from Deutz, Perkins, and Sonalika, as well as transmissions from ZF and Carraro, separating them in quality and performance from their competitors. ArmaTrac represents state-of-the-art engineering in the medium bracket of tractors for modern farming practices, which are globally renowned for their excellent fuel efficiency, high performance, and durability.*