

# **SOUTHERN HARVESTERS**

*Serving Southern Farmers*



Focus on  
**Southern Harvesters**  
**Hampshire**

**CLAAS**

# FOCUS ON HAMPSHIRE

## Stability and longevity

Since Southern Harvesters was formed in 1991, the group has continued to expand with the opening of the Hampshire location 12 years ago. The addition of the Reading location in June 2003 provides a total of four branches, covering an area from Salisbury up to Oxford and across to Dover. The business currently employs 50 staff with additional temporary staff during the summer and has an annual turnover of over £23 million.

With all the dealer changes in the south east, being wholly owned by CLAAS UK helps ensure stability and provides confidence in the fact that Southern Harvesters and the franchises it sells are here for the long term. It has also allowed us to invest in the people and systems needed to ensure our future profitability and development, and this is evident in the investment that has recently been made at Hampshire and is planned for the future of this growing business.

## Machinery Sales



Field Sales Managers Russell Hallam (left) and Andy Atherton (right) with General Sales Manager Howard Pullen..

Unlike dealerships which look to 'collect' as wide a range of franchises as possible, the policy with Southern Harvesters has always been to concentrate on CLAAS and only offer a selected range of product ranges from other companies that compliment the CLAAS product range and who have the same attitude to customer service as we do.

Whilst the sales of LEXION combines and JAGUAR foragers have been very successful the addition of CLAAS tractors is very exciting for us. The full tractor range provides product for grassland farmers; arable farmers

## Full Claas Tractor Range

Since the launch of the new CLAAS tractor range, we have seen huge sales success across the South East with super levels of customer satisfaction.



The CLAAS range offers something for everybody, from the smaller 60-100hp CELTIS range, through the new ARION range (110-155 rated hp); the AXION range (170-233 rated hp) and the top of the range 335hp or 388hp XERION.

Tractors are an important product to CLAAS, and considerable investment has been made in developing the new ARION and AXION ranges. To see the many unique features that the CLAAS tractor range offers, such as the Hydrostable full cab suspension system, please contact us to arrange a test drive.

and contractors, which combined with the full range of green and golden harvest machines provides a winning combination for our customers. In addition Southern Harvesters is one of the largest Simba Horsch dealers in the UK, and in Hampshire customers have been very pleased with the CO and Sprinter drill ranges as well as the tillage equipment on offer by Simba.

In addition to CLAAS or Simba products, Southern Harvesters are also able to supply mulching mowers and toppers, complete diet feeders, trailers and muck spreaders from GyraX, KRM fertilizer spreaders and we can source specialist products from other manufacturers at customers request.

Our staff are trained to look at customer needs and work with the customer to provide suggested systems which could help reduce costs and increase efficiency.



**CLAAS**

## Recent Product Success

The flagship of the combine range the LEXION 600 has performed extremely well for our customers with 15 machines now working in the Southern Harvesters area, and the addition this year of the 10.5 metre VARIO header allows the machine to show its exceptional capability.

Southern Harvesters have also been extremely successful in supplying a wide range of green harvest products with over 100 satisfied customers last year. At Hampshire the supply and support of the CLAAS SCORPION handler range has been very well received with extremely complementary comments from customers, highlighting our ability to support a full product line.



## Service



*The service team: Service engineers providing service to Hampshire customers (missing is James Gulliver who is currently working in New Zealand as part of his Apprenticeship).*

However good and reliable a machine is, breakdowns and the need for spare parts are an inevitability, and with farmers and contractors relying on fewer, larger machines, it is the ability of a dealership at times like this to be able

to minimise customer downtime that sets a good dealership apart from the rest.

For everyone at the Micheldever location, providing customers with the best possible level of service and back-up support is paramount, and one of the reasons we have such loyal customer support. Our employees are the key strength and we have a number who have been with us over 25 years, so bringing a wealth of experience to our business.

We also invest a considerable amount of time and money in training our service staff, with each of them receiving over 100 hours of training a year. We are also proud of the fact that all our service team are multi-talented and of the 14 Master Technicians in the UK, Southern Harvesters has 4, one of whom is based at Hampshire. Looking to the future, we are also keen supporters of the CLAAS Apprentice scheme, and currently have 7 apprentices in training from the four Southern Harvesters branches.

## Scribeland Ltd

Due to the service and support they receive, Scribeland Ltd buy the vast majority of their machinery from Southern Harvesters Hampshire.

“We accept that any machine will breakdown at some stage, so what is important is that we can get that machine back working as quickly as possible, and that is what the Micheldever branch provide,” says Bruce Goodsell. “The technicians are superb and we have never been stuck for a part, as they will always get what’s needed overnight if necessary.”

“The excellent level of service they provide was highlighted a few years ago when we still ran a CLAAS straw-walker combine, where the straw walkers broke up. Even though the replacement parts had to come from Germany, they still managed to get the combine back going within 24 hours.”

Running a XERION 3300 and three ARES 697ATZ, plus having just bought an AXION and LEXION 600 which replaced two 480s, Bruce says that where CLAAS can supply a product that Scribeland need, they will buy it, and this policy also extends to other franchises that Hampshire have.

## Winter Servicing

Winter servicing not only ensures reduced downtime at peak periods – but can also save you money. We offer a range of service programmes for all machinery, and consider this essential to achieve constant maximum output, particularly where short weather windows are a factor.

### MAXI CARE

In addition we can offer *Bronze, Silver, Gold* service contracts, which each provide a different level of fixed cost servicing and maintenance cover.



## Parts



The parts team: William Stephens and Tina Olorenshaw.

A high level of parts stocking and rapid access to those we don't have, are an essential part of our business.

Our parts team have a wealth of experience, and we are able to supply parts and sundries for CLAAS machinery and other franchises we hold.

We also provide a full hydraulic hose making service and have available PTO components for most makes and a wide range of bearings.

4.00pm ordering for 8.00am delivery

We have recently enlarged our parts holding area which gives us the capacity to stock a wider range of fast moving parts, and in total within Southern Harvesters we have over £1 million worth of parts, backed up by the CLAAS UK parts holding at Saxham.

To support our parts service, during harvest we offer an overnight parts service from CLAAS at Saxham with an

8.00am delivery for parts ordered by 8.00pm the previous evening. This is a service that's unrivalled and of which we are justifiably proud.



### Here when you need us

To ensure we are available when problems do occur, during harvest and drilling periods the stores are fully open Monday through Friday and half day Saturday. An out of hours mobile number is available for parts supply in emergencies. During the combine harvest stores are available 7 days a week at all our locations from 8.00am to 7.00pm Monday to Friday, and 8.00am to 5.00pm Saturday and Sunday. It's fair to say we virtually offer a 365 day service!

We naturally offer a full on-farm service from our fleet of well equipped, self-contained vans complete with pullers, gas cutters, welding equipment and laptops for rapid auto-diagnostics. Where necessary, we can also call upon service support from our other branches.

It is also our policy to charge a flat service charge and NOT charge extra for call-outs or mileage.

## C H Dixon & Son

Farming only a mile from the Micheldever branch of Southern Harvesters, C H Dixon & Son use the dealership for the service and parts back-up provided.

"Like most people we look to buy reliable machinery, and that is the main reason why we bought the LEXION 540. It's a proven product, with a good resale value which is well built," comments Adrian Dixon. "But however good the product is, you do inevitably have problems so the other important factor is service and back-up."

"It is reassuring to know that when required a good level of service is provided by both the dealer and CLAAS, and that additionally we will be able to get parts overnight if necessary."

"Also the staff at Hampshire are very good, the technicians are well trained. They know what they are talking about and able to get problems fixed quickly, which is important."

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### Parts

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