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CLAAS celebrate 5,000 UK tractors

In March CLAAS UK had great reason to celebrate: the retailing of their 5,000th CLAAS tractor, a tremendous achievement for a company that is relatively newly established in the tractor market.

To acknowledge this milestone, CLAAS UK has commissioned five limited edition silver AXION tractors with unique 5,000th celebratory badging. These five special tractors will find homes with customers purchasing an AXION through a specific campaign running from April 15th – June 1st, 2011.

All customers buying an AXION tractor during this campaign period will also benefit from an additional £5,000 bonus on the retail price.

In addition CLAAS UK has also commissioned a special 5,000th silver AXION 1:32 collector's model, one of which will be sent to every customer purchasing an AXION during the campaign period.

The speed with which CLAAS has reached this milestone, in a very competitive tractor market in the UK, is indicative of the advances the company has made with its tractor portfolio since taking over Renault Agriculture in 2003. During this short space of time, the tractor range has not only been completely replaced with new models, but also expanded considerably with 72 tractor models now available ranging in power output from 72hp up to 524hp.

At the same time, CLAAS has invested heavily in the refurbishment and expansion of the tractor plant in Le Mans, most recently with the addition of a new, state-of-the-art €9.6 million paint facility and €4.6 million cab assembly line.

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