

CLAAS Signs LOI with New Dealer

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CLAAS has announced that it has signed a letter of intent with MirTech to become their new distribution partner for the Western Delta region, a territory previously covered by Holt CAT.

The announcement comes after Holt CAT informed its employees they were moving out of the region.

"The territory encompassing the Missouri bootheel and Northeastern Arkansas is one of the most productive rice farming areas in the world," explained CLAAS of America President and GM – Sales Eric Raby. "Our LEXION combines are particularly well suited for challenging rice crops, and we are excited to build our support of farmers in the region with an experienced dealer organization."

MirTech, founded by Colorado native Robert Krattli, is a large dealer group with an existing multi-location operation in Eastern Europe and has a long-standing history with CLAAS. Their resources and experience allow them to quickly step into the Delta region to support the needs of current and future CLAAS customers.

"Fifteen years of experience with the brand has confirmed to us and our customers that CLAAS equipment is superior," explained MirTech CEO Kirill Krattli. "At the conclusion of our planning with CLAAS and the assignment of a dealer agreement for this important territory, we will work to ensure superior service to all customers in the area."

LEXION combines, assembled in Omaha, Nebraska, are designed to handle many of the challenges presented by rice crops. The high-capacity harvesters offer a TERRA TRAC undercarriage, hardened components and a superior "hybrid" threshing and separation system that work particularly well in wet and challenging rice harvesting conditions.

"We are excited with the prospect of bringing MirTech on board not only to grow our combine business but also as a long-line CLAAS dealer, which directly ties to our distribution strategy," said Raby. "In addition to our combines, MirTech will carry our new XERION tractor line, JAGUAR forage harvesters and our balers and hay tools, providing growers in the area with an even broader selection of equipment than they previously received."

Source: CLAAS