



**LDCA MEMBERS DAY**  
**NEW HOLLAND Basildon Essex**  
**Wednesday 4th February 2015**



**To kick off the New Year you are invited to attend a Members Day kindly hosted by New Holland at their factory in Basildon in Essex on Wednesday 4th February.**

The visit has been organised with the help of Gareth Rees Director of LDCA Member INSCAPES in Wales who recently purchased JG Plant Ltd who have been a New Holland partner for 50 years.

New Holland's Basildon plant is celebrating 50 years of continuous tractor operations, The construction of a purpose built factory for the fully integrated production of tractors began in 1962, and the 15th May 1964 saw the very first tractors go down the production line of Europe's most modern tractor manufacturing facility. A quarter of a century later, in 1989, over two million engines had been produced and the now iconic Ford 7810 Silver Jubilee model was launched to commemorate this important milestone. Another key year for Basildon was the unveiling of the state-of-the-art visitors' centre in 2012, the same year the plant achieved Bronze World Class Manufacturing status and the UK Prime Minister, David Cameron, visited the factory. Since 1964 over 1.6 million tractors and 3.1 million engines have been produced at Basildon. Today the plant employs more than one thousand people dedicated to producing industry-leading tractors. The facility can accommodate more than 10,000 different product specifications and 85% of total production is exported across the globe.

**Programme**

- 10.00 Reception and coffee
- 10.30 LDCA Members Meeting
- 11.30 Plant presentation
- Lunch
- 1.30 Factory tour
- Showroom
- Depart

We look forward to welcoming you to what is sure to be an interesting day.

Please let us know if you will be coming so that New Holland know numbers for catering and factory tour.

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