



Visiting at The Checkerd Flag Event are (left) Paul Westburg general manager of HOLT Agribusiness and Bruce Martin, regional operations manager in the Delta for HOLT. Photo by John LaRose Jr.

# The Checkered Flag

## HOLT Agribusiness Marks Opening Event In Sikeston

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**SIKESTON, MO.**

At a recent Checkered Flag Event at HOLT AgriBusiness in Sikeston, Paul Westbrook, general manager HOLT AgriBusiness, and Bruce Martin, regional operations manager in the Delta, outlined the origins and the focus of HOLT in Missouri and Arkansas.

“HOLT AgriBusiness is part of the HOLT CAT family, and the heritage dates back to the 1900s when Benjamin Holt invented the Caterpillar Track-Type tractor,” said Westburg. “Peter Holt, CEO of HOLT CAT, is Benjamin’s great-grandson, so we have longevity in the Industry.”

“Since 1933, the Holt family has served customers in construction, mining, industrial, petroleum and agricultural applications with keen attention to quality, safety and customer satisfaction. Today, the Holt family extends that same level of commitment to agricultural customers in Arkansas and Missouri,” added Westbrook.

“HOLT made the decision to come to the Delta about a year ago and opened its first state-of-the-art facility in Sikeston, Mo., followed by a second facility in Jonesboro, Ark. Plans are to expand throughout the Delta. I am excited to be part of the organization,” said Martin.

HOLT AgriBusiness is the largest Cat dealer in the world, the largest in the United States, and has longevity in the industry.

“Serving the farmers and taking care of their needs allows our customers to be very success-

ful,” Martin continued. “It also allows us to be very successful, and we enjoy the partnership we have with our customers.” Westbrook agreed, “HOLT’s commitment to parts and service are important to the farmers and that commitment shows in this facility, as well as at the Jonesboro, Ark. facility. We’re excited to be here and be a part of this community.”

At the Checkered Flag event, HOLT offered a 75-hour warranty on all reconditioned combines with the possibility to increase that warranty up to a year plus a special financing rate for those who attended the event.

HOLT AgriBusiness carries a full line of CLAAS Lexion Combines and AGCO Challenger Tractors as well as other high quality allied brands.

A lot of customers who are looking to purchase new equipment find that used equipment is more suitable for their budget, plus HOLT offers zero percent interest and warranty on most of its used equipment; this is something many competitors do not offer.

“Our goal for the future is to continue to provide legendary service and support for our customers. They are part of our success and we want to be part of their success. We sell great brands and we’re going to back that up with great service and great support. We look forward to meeting the needs of farmers throughout the Delta,” Martin summed. Δ

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