

## PRESS RELEASE

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Contact: April Joynson, 07766428773 [april.joynson@thwhite.co.uk](mailto:april.joynson@thwhite.co.uk)

# T H WHITE Strengthens Local Farming Support with Fosse Cross Expansion

T H WHITE Agriculture is expanding its presence in Gloucestershire and Oxfordshire with the acquisition of assets from Cotswold Farm Machinery at Fosse Cross, effective 1st April 2026.

The dealership will operate under the T H WHITE name, supplying the full Case IH range. This move follows the planned retirement of Cotswold Farm Machinery's owners and sees the Cotswold team transfer to T H WHITE ensuring continuity for customers to work with familiar faces whilst benefiting from the backing of a larger, long-established business, which also represents New Holland in the region.

Local farmers will have continued access to Case IH tractors, harvesting equipment, hay and forage machinery, precision technology and now, T H WHITE's comprehensive parts and service support. Director, Adrian Lovegrove will oversee the integration of the Cotswold Farm Machinery business, maintaining the personal service customers' value, backed by T H WHITE's 194 years of experience supporting British agriculture.

Located at: Fosse Cross Industrial Estate, Foss Cross, Cheltenham, GL54 4NW. Tel: 01285 720606  
Opening hours remain unchanged.

Adrian Lovegrove, Division Director at T H WHITE said, "As a family-owned business, we are pleased to welcome a team that shares our values and commitment to customer service. This expansion strengthens our presence in the region while ensuring farmers continue to receive trusted advice, expert engineering, enhanced infrastructure and reliable support from people they know." Cotswold Farm Machinery owners Simon and Janet Carrington added "After a long and successful tenure representing the Case IH brand, we are delighted to transition to such a trusted and reputable dealer as T H WHITE. This move gives us full confidence that the CFM workforce will remain secure and that valued customer relationships will continue to be maintained."

David Rapkins, CNH Business Director for the UK & Ireland added, "We are delighted to expand our partnership with T H WHITE. Their customer-first approach, investment in facilities and strong local relationships make them an excellent partner to represent New Holland and Case IH in these territories. Together we will continue delivering value, choice and service to farmers across this important agricultural region."

This expansion reinforces T H WHITE's long-term commitment to supporting farming businesses with industry-leading machinery and dependable service season after season.

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**About T H WHITE:** T H WHITE Group is a specialist engineering services provider supplying and maintaining equipment across agriculture, dairy, groundcare, construction, lorry cranes, grain processing, renewables, and fire & security. Established in 1832, the business has a long-standing reputation for helping customers get the best from their machinery, land and buildings. T H WHITE Agriculture operates 12 branches across the Midlands, Southwest and Wales as a New Holland and Case IH dealer. Trading from Marlborough, Frome, Knockdown, Huntley, Warwick, Stourport, Stockbridge, Hereford, Toddington, Knighton, Shrewsbury and Fosse Cross. For more information visit [thwhite.co.uk](http://thwhite.co.uk).