

Always ahead

Shaping the future of farming and ground care.

#WeAreRipon

ALWAYS ON



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KRAMER
on the safe side



NUGENT

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ALWAYS ON FOR
FARMERS AND GROUND
CARE PROFESSIONALS

riponfarmservices.com
ripongrounndcare.com

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HG4 1TT

Ripon Group, this is Us

ALWAYS ON



What “Always On” means to you

All progressive companies embrace change, and we're no different.

This mindset has helped us stay ahead over the years, and it's something we're proud of. Now, we're taking the next step in our journey – an evolution that strengthens how Ripon Group supports you, our valued customer.

We understand the challenges of today's working environment. We also know how critical dependable support is to keep your business moving.

That's why we continue to invest – in our future as a John Deere Dealer, in our people, and in the services we provide. And it's why we believe there's always room to raise the bar.

Introducing our new customer service standard

“Always On” brings this commitment to life. It defines how we work, how we respond, and how we support when it matters most.

Farming and ground care doesn't stop, and neither do we. We share a special bond with the farming and ground care communities.

For over 40 years, we've stood by farmers and growers through it all – day in, day out, rain or shine. Together, we've faced the highs and the lows, the early mornings, and the late nights.

We're more than just a service provider for agricultural and ground care machinery, we're family. We collaborate, cooperate, and unite to tackle our sector's toughest challenges.

With the world's most reliable brands, cutting-edge precision technology, round-the-clock emergency maintenance, and a hands-on team that's always on, always there – 24/7, we work tirelessly to drive productivity and profitability. All so our customers can build thriving businesses, both now and for the future. Together we're “Always On”.

Richard Simpson
CEO



Setting the standard

We're raising the bar in our industry with the **Ripon Service Standard**; a market-leading commitment to deliver exceptional customer service for farmers and growers.

Always On

This is our promise to provide seamless aftersales support, backed by cutting-edge technology, empowering you to achieve greater efficiency, productivity, sustainability and profitability.

How we deliver

We will support you whenever and wherever you need us. By leveraging our scale and expertise, we ensure a seamless, consistent customer experience across every team and location. Our product experts bring deep knowledge of the machines you rely on, providing trusted advice and tailored solutions to meet every challenge.

We've defined six core standards that embody how we stay 'Always On' for you:

1. **We're always available** – with a 24/7 customer helpline and after-hours support, making sure your needs are met all year round.
2. **We're here for farmers and growers** – with a 24-hour emergency callout response for unexpected, critical issues, ensuring safety, animal welfare and operational continuity.
3. **We provide peace of mind** – with 24-hour delivery of essential parts for combines and SPFHs, or a backup machine if that's not possible, in line with John Deere's Harvest Promise (terms and conditions apply).
4. **We keep operations moving** – with a next-day* breakdown response and access to over £6 million worth of genuine replacement parts from our stock.
5. **We keep you in the loop** – with regular updates on your machine's repair status and expected completion.
6. **We're a safe pair of hands** – with highly trained, certified technicians at every depot, ensuring expert care and reliable service of your machinery.

* Response times may vary based on location, weather and traffic conditions. The Ripon Group cannot be responsible for delays beyond its control (e.g. road closures). Service is provided within the designated coverage area specified by the Ripon Group.

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