



## 58TH HEESLINGEN AGRICULTURAL MACHINERY SHOW ATTRACTS TENS OF THOUSANDS OF VISITORS

On 9th and 10th March, the FRICKE Group opened its doors and showcased the latest machines as well as trends in agricultural, gardening, forestry and commercial vehicle technology at sites in Heeslingen, Zeven and Bockel. Tens of thousands of visitors from the region accepted the invitation from the Heeslingen-based family business - noticeably more than in 2023. Many families also took advantage of the varied programme of supporting events - especially on Sunday - with numerous attractions for children, culinary highlights and an entertaining show programme.

**Heeslingen, 12th March 2024** - Visitors to the Heeslingen Agricultural Machinery Show last weekend immersed themselves in the exciting world of agricultural, gardening, forestry and commercial vehicle technology. State-of-the-art vehicles and machines, technical innovations and a varied programme for the whole family attracted an even larger audience than last year.

### Heeslingen - state-of-the-art machines and a look behind the scenes

FRICKE Landmaschinen exhibited the latest models from CLAAS at the site in Heeslingen, and these impressed with both their sheer size and their many technical details. Technology enthusiasts were able to test a variety of vehicles in the large activity space, and many younger guests took the opportunity to climb into the cabs of these impressive agricultural machines and watch the action from above. The CLAAS bouncy castle, the children's face painting, the tractor seesaw and the popular gourmet and artisan market made the visit to FRICKE Landmaschinen an experience for the whole family.

Next door at FRICKE Nutzfahrzeuge, the latest DAF Trucks models and the D-MAX pick-ups from the Isuzu roadshow attracted a lot of attention. The commercial vehicle experts also showcased exciting highlights from their Fiat Professional

## Pressemitteilung

vehicle range. The 38-metre Ferris wheel was a huge hit with visitors, and the proceeds from the rides are once again being donated to the youth fire service in Heeslingen.

At GRANIT PARTS in Heeslingen, more than 1000 visitors took a look behind the scenes of the 90,000 m<sup>2</sup> replacement parts logistics centre with a guided tour. The vintage tractor exhibition on the forecourt of the FRICKE Campus took visitors on a journey back in time, and the huge selection of cakes provided by the Heeslingen Landfrauen at the Food Factory proved extremely popular.

### **Zeven - gardening, forestry and municipal technology with show programme**

FORAS in Zeven also presented a wide range of gardening and forestry equipment, machines and vehicles, including a selection from popular brands Kubota and Stihl. The good weather and the anticipation of the upcoming gardening season attracted thousands of visitors, with particular interest shown in the latest battery-powered lawn tractor models. The auctions with NDR-Nordlicht and TV presenter Sven Tietzer were also very well attended. Popular products from the FORAS range went under the hammer, in some cases for well below the retail price.

Another highlight of the FORAS programme was the WEBER cooking demonstrations, which provided barbecue fans with new inspiration and top barbecuing tips to use at home. The STIHL TIMBERSPORTS team also amazed guests with their axe and saw skills.

### **Bockel - award-winning technology from SAPHIR**

There was also a lot going on at SAPHIR Maschinenbau and the FRICKE used machinery centre in Bockel. SAPHIR presented the latest models from its grassland technology, tillage, and farm, industrial and municipal technology ranges. Many farmers were there to find out more about the SAPHIR GrindStar, an innovative tillage implement that won the silver Innovation Award at last year's Agritechnica trade fair for agricultural machinery. Attractive used machinery offers, a wide range of refreshments and a fantastic programme for both young and old completed the weekend of events in Bockel.

### **Popular shuttle buses were a huge hit**

The shuttle buses set up for the Heeslingen Agricultural Machinery Show transported visitors comfortably to all exhibition venues. Many visitors took advantage of the shuttle buses, with the free service and additional train set up at the Heeslingen site proving particularly popular with families. The raffle was also well received, with the proceeds once again going to Lebenshilfe Bremervörde.

### **Saturday night is party night**

The popular FRICKE party was once again held on the Saturday evening, with around 5000 partygoers attending from all over Germany. The line-up included well-known DJs David Puentez, Mark Bale, Nicky Jones and Nick Cody, and the sold-out event continued late into the night.

### **NOTES TO THE EDITORS**

Images can be found via the following link: <https://cloud.fricke.de/s/EFyRc8y86RsFeFw>

Password: Landmaschinenschau-2024

Photos: © FRICKE Group

### **FRICKE GROUP PRESS CONTACT**

Katrin Grahner

Zum Kreuzkamp 7 · 27404 Heeslingen

Email: [katrin.grahner@granit-parts.com](mailto:katrin.grahner@granit-parts.com)

Tel.: +49 (0)4281 712 4018

### **ABOUT THE FRICKE GROUP**

Founded in 1923, the FRICKE Group ([www.fricke.de](http://www.fricke.de)) is a successful international replacement parts wholesaler and agricultural machinery, commercial vehicle and garden technology supplier with a total of 84 locations in 27 countries. The owner-managed group of companies has its headquarters in the German town of Heeslingen, Lower Saxony, and employs 3500 full-time employees, 277 of whom are trainees.