

# STIHL PTY. LTD.

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# STIHL®

## NEWS RELEASE

13/3/03

### LOCAL DEALERSHIP RATED BEST IN STATE

Local businesspeople Laurie & Fay Wright together with David & Juanita Mackay from Wrights Chainsaws Nowra have overcome tough competition to take out the prestigious STIHL State Dealer of the Year award for New South Wales. The Wrights Chainsaw Team was selected from a field of STIHL Achievement Award winners from regions across New South Wales. They will now run against the other States' winners for the crown of National Dealer of the Year.

Excited by the win, Laurie said he'd been thrilled to win an award for his region, but didn't imagine he'd win the Statewide round. He said he owed a lot of his success to a loyal customer base and was proud to represent New South Wales in the National round of the competition.

"I'd just like to thank everyone for their support over the past year. We've worked really hard at Wrights Chainsaws to get ourselves into this position, but I think that we were also helped along by the popularity of the products here," said Mr Wright.

The STIHL State Dealer of the Year award is a hotly contested award judged on a variety of criteria according to STIHL Managing Director, Dr Walter Roso.

"The best Dealer in the state may not be the biggest. We use a range of measures such as sales, performance, and presentation to gauge the health of the Dealership. We also take into account how they utilise point-of-sale material to how active they are in the local market.

"The award recipients like Laurie, Fay, David & Juanita are all-round progressive business people with an eye not only for sales and marketing, but also an excellent understanding of the Stihl brand" said Dr Roso.

Judging for the National Dealer of the Year begins next month.

#### About STIHL

Your local STIHL Specialist Dealer can provide you with all the information you need to find the best outdoor power tools and attachments to suit your needs. For more information call the STIHL information line on 13 11 97 or visit the STIHL website [www.stihl.com.au](http://www.stihl.com.au).

#### ENDS

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