

Binder Machinery Jumps into the Equestrian World

Binder Machinery made their entrance into the equestrian world as a sponsor at The Wachovia Jumper Classic presented by Mackenzie Keck at Beacon Hill Show Stables in Colts Neck New Jersey. This premiere equestrian event held June 22 – 25th was an excellent opportunity for Binder Machinery to showcase the durability and versatility of the Mahindra tractors which proved to be right at home with the horsey set. Two Mahindra tractors were hard at work during the event both behind the scenes and in the main show ring. Their duties included moving hay and shavings to the horses' stalls and pulling a utility trailer filled with jumps during course changes in the Grand Prix field.

The Classic was held at the beautiful Beacon Hill Show Stables, was hosted by owners Frank and Stacia Madden and featured competitions for both amateur and professional riders. The Classic is in its fifth year bringing world-class showjumping to the Jersey Shore. Show manager Oliver Kennedy has assembled a crackerjack staff to ensure a fine weekend of sport. Highlights included the \$10,000 NAL Speed Derby on Saturday and the \$50,000 Budweiser Grand Prix on Sunday afternoon. On Saturday, horses and riders compete against the clock and over a show jumping Derby style course that includes a natural bank, double liverpools and a “grob”. On Sunday the jumps are higher and those that go clear compete in a jump off round against the clock. Thousands of spectators were thrilled to see two-time Olympic Gold Medalist, Joe Fargis, master course designer Richard Jeffries' track with a well deserved win in the Budweiser Grand Prix with the 18 year old “Edgar.” Also winning classes over the weekend were Tracey Weinberg, Michael Walton and Aaron Vale.

Binder Machinery equipment and information was available in the vendor area and several of the riders and spectators took Mahindra tractors for a test drive in a special area set up near the vendor tents. In addition, Binder Machinery showed off their new utility line including Pequea manure spreaders and utility trailers, the “scout” and several other new additions in the test-drive area.

Exhibitors and spectators were impressed with the Mahindra tractor's power and good looks. The Binder television commercial featuring Mahindra tractors could be viewed on the Jumbotron overlooking the Grand Prix ring between classes. On Sunday a Mahindra tractor was placed in the center of the ring during the competition near the Binder Machinery banner, which was also ringside.

Binder Machinery staff and their guests enjoyed lunch in the VIP tent. Ashlee Binder was on hand all day Friday and Sunday and Brendan Binder enjoyed the show on Sunday with his family. Other activities included shopping at the various equestrian vendors, a petting zoo, a silent auction and a Mercedes raffle, all for the benefit of the Virtua Health Foundation.