About Us

Ronco Motors commenced operations as a family business in 1959 from its existing premises in Pinnaroo S.A.

Mr Bert Bailey (founder and grandfather of the existing dealer principal) a mechanic by trade, recognised the opportunity/potential in this Mallee region and established the garage/servicing operation to service the farm and other equipment of the farmers in the area.

He based his business on Customer Service and good quality workmanship and was subsequently successful in applying for and gaining the New Holland franchise in 1962. He then began selling the New Holland range and used Agricultural equipment into the region.

In 1964 Bert's son, Rod Bailey, commenced in the service side of the operation and progressively worked in all aspects of the business, to gain the necessary level of experience to eventually take over the business.

In 1969 Ronco's successfully tendered for the Case IH franchise and the business has been operating as a dual franchise dealership ever since.

Bert Bailey retired in 1973 and Rodney & Colleen Bailey took over the running of business. Since that time the operation has steadily grown into the well established and well regarded operation it is today.

Roydn Bailey (the current Dealer Principal) joined the business as a mechanic in 1986 and like his father Rod, he has worked in all areas of the business, taking over as Dealer Principal in July 2005 with his wife Louise.
Celebrating 50 years with New Holland
1962 - 2012

The business structure is as follows:

Dealer Principals: Roydn & Louise Bailey

Business/Sales Manager : Roydn Bailey

Administration: Louise Bailey & Sharon Phelps

Salesperson: Ben Edwards

Salesperson: Wayne Britten

Parts Manager: Bruce Summerton

Parts Assistant: Fiona Flynn

Service Manger: Roydn Bailey

Service: Qualified Service Technicians: Colin Fraser & Mitch Stalenberg

Apprentice Service Technicians: Alex Toogood & Lachlan Bailey

General Handy Man: Rod Bailey