



AGCO Unveils Global Precision Farming Initiative: Fuse™ Technologies

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DULUTH, Ga.--(BUSINESS WIRE)--Jul. 9, 2013-- AGCO, Your Agriculture Company (NYSE:AGCO), a worldwide manufacturer and distributor of agricultural equipment and infrastructure, announced today a new global corporate initiative that addresses all aspects of precision farming technology and how farmers can optimize their operations through AGCO products and new services.

AGCO's overarching new global technology strategy is called Fuse™ Technologies and it will provide professional growers seamless integration and connectivity across all their farm assets – regardless of brand. It will transform current precision farming practices by delivering precision agriculture solutions that lead to reduced input costs, greater efficiency and profitability. AGCO's current telematics and data management offerings such as AgCommand™ and VarioDoc™, auto guidance solutions such as Auto-Guide™ 3000 and VarioGuide™, and future generations of these and other core precision farming technologies will be added to the Fuse Technologies portfolio. Additionally, as the strategy evolves, a major focus of Fuse Technologies will be to ensure an "open" approach to technology integration in AGCO equipment. This will allow connections to existing service providers and Farm Management Information System (FMIS) software that is already in use and trusted by AGCO customers.

"Fuse represents a new day for AGCO and a large scale investment in new technology solutions," said Martin Richenhagen, AGCO Chairman, President and CEO. "We are more than doubling resources in key areas that will lead to more new products and services in the precision agriculture category," he said.

"The promise of Fuse Technologies is a consolidated approach to AGCO precision farming technology that will help to transform our customers' enterprises through innovation, integration and enhanced optimization resulting in improved productivity and profitability," said Eric Hansotia, Senior Vice President Global Harvesting and Advanced Technology Solutions (ATS).

Pillars of Fuse Technologies include:

- **AGCO Brands:** AGCO is a global provider of agriculture solutions through a unique offering of brands and products that deliver the AGCO vision of "High-tech Solutions for Professional Farmers Feeding the World."
- **On & Off Board Technologies:** Seamlessly integrate all your farm assets – resulting in higher yields, less input costs and greater profits.
- **Support & Training:** A new global customer call center and leading-edge product training means you get the expertise and answers to run your operation more efficiently.
- **Dealer Network:** One of the world's most extensive dealer networks gives you global access and support – any time, any place.
- **Service Providers:** Connect with preferred service providers and enjoy the freedom and convenience to continue working with local business partners that you trust.

"Fuse Technologies will encompass all of AGCO's core product brands, enable a deeper integration with our technology suppliers, and impact all stages of the farming life cycle from enterprise planning, planting, and seed growth to application, harvesting and grain storage," said Matt Rushing, AGCO Vice President of Product Management, ATS and Electronics Functional Group globally. "Fuse Technologies is the future of AGCO's on and off board technology offering."

For more information about Fuse Technologies and AGCO's new connected strategy visit <http://agcotechnologies.com>.

About AGCO

AGCO, Your Agriculture Company, (NYSE: AGCO), is a global leader focused on the design, manufacture and distribution of agricultural machinery. AGCO supports more productive farming through a full line of tractors, combines, hay tools, sprayers, forage equipment, tillage, implements, grain storage and protein production systems, as well as related replacement parts. AGCO products are sold through five core machinery brands, Challenger®, Fendt®, Massey Ferguson®, Valtra® and GSI®, and are distributed globally through 3,150 independent dealers and distributors in more than 140 countries worldwide. Challenger and Auto-Guide are trademarks of Caterpillar Inc. and used under license by AGCO. Founded in 1990, AGCO is headquartered in Duluth, Georgia, USA. In 2012, AGCO had net sales of \$10.0 billion. <http://www.agcocorp.com>



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