

AGCO Wins Major European Tractor of the Year Awards at Agritechnica, Hannover Fair for Fendt, Massey Ferguson and Valtra Tractors

November 9, 2015

DULUTH, Ga. --(BUSINESS WIRE)--Nov. 9, 2015-- AGCO achieved a remarkable success when Fendt, Massey Ferguson and Valtra, three of its leading Brands, achieved all but one of the Tractor of the Year 2016 Awards at Agritechnica this week.

The Awards, judged by a jury of journalists from 23 European countries, were presented at a special ceremony at the Agritechnica Show, Hannover, Germany on Sunday 8th November.



The Awards were:

Tractor of the Year 2016 – [Fendt 1050 Vario](#)

Tractor of the Year 2016 Best Utility – [Massey Ferguson 5713 SL](#)

Golden Tractor for The Design 2016 – [Valtra N 174 V](#)

“Winning these significant Awards is testament to the success of AGCO’s multi-brand strategy,” said Martin Richenhagen – Chairman, President & CEO, AGCO Corporation . “Every AGCO Brand is strong and, as these Awards prove, each is exactly tailored to deliver the specific technology, specifications and features for its individual market sector.

“It also proves that, thanks to AGCO’s significant investment in research & development, the individual Brands are able to develop award-

winning innovations and technology that benefit their customers.

In awarding the title Tractor of the Year 2016 to the 517hp, Fendt 1050 Vario, the judges noted it is the world’s most powerful standard tractor.

The 1000 Series Fendt occupies a new power segment, fulfilling demand for even more powerful standard tractors, which are also manoeuvrable and versatile. The judges also praised the innovative VarioDrive system that provides independent hydraulic drive to the front and rear axles. This, they commented, offers a driving experience very similar to the most sophisticated cars.

Massey Ferguson is the first manufacturer to take the top spot in the new Tractor of the Year, Best Utility category with its new 130 hp MF 5713 SL. The jury said it had no doubts about the tractor’s unique All In One Selective Catalytic Reduction (SCR) system, employed to meet the strict Tier 4 Final regulations.

The judges also noted that, thanks to its compact dimensions, the All in One system fits neatly under the steps, not under the bonnet and this allows the steep sloping bonnet to maintain excellent visibility.

In awarding the Golden Tractor for the Design 2016 Award the judges said the Valtra N 174V sports a ‘modern, dynamic, compact and cool look’! These positive comments fit perfectly with Valtra’s design philosophy that form follows function.

Every detail of the new N Series is designed with a purpose in mind: to improve productivity, minimise the total costs of ownership and make the working day of the driver comfortable. The very compact design and a high level of functionality, ergonomics, visibility and comfort reach a totally new level in N4. As always with Valtra tractors, the N Series cab is also designed for reverse driving with TwinTrac.

Dr Rob Smith, AGCO’s Senior Vice President and General Manager, Europe , Africa and Middle East said “We are delighted with the success of each of our Brands. The Awards demonstrate AGCO’s commitment to providing the best solutions for its customers wherever they are in the world and within whatever segment they operate”.

About AGCO

AGCO (NYSE: AGCO) is a global leader in the design, manufacture and distribution of agricultural equipment. AGCO supports more productive farming through a full line of tractors, combines, hay tools, sprayers, forage equipment, grain storage and protein production systems, seeding and tillage implements and replacement parts. AGCO products are sold through five core equipment brands, Challenger®, Fendt®, GSI®, Massey Ferguson® and Valtra® and are distributed globally through a combination of

approximately 3,100 independent dealers and distributors in more than 140 countries. Founded in 1990, AGCO is headquartered in Duluth, GA, USA . In 2014, AGCO had net sales of \$9.7 billion . For more information, visit <http://www.AGCOcorp.com>. For company news, information and events, please follow us on Twitter: @AGCOCorp. For financial news on Twitter, please follow the hashtag #AGCOIR.

AGCO : 25 years of identity, centuries of history



View source version on businesswire.com: <http://www.businesswire.com/news/home/20151109006114/en/>

Source: AGCO

AGCO, EAME
Paul Lay, +44-24-76-85-12-09
Manager Public Relations
Paul.Lay@AGCOCorp.com
Mob: +44-79-20-80-59-93