



AGCO's Brands Win Red Dot Design Award 2016

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Fendt and Valtra Tractors Recognized for Outstanding Design

DULUTH, Ga. --(BUSINESS WIRE)--Apr. 6, 2016-- AGCO's attention to design was recognized recently when Fendt and Valtra, two of its leading brands, won the prestigious Red Dot Design Award 2016. The Red Dot Design competition is one of the largest and most respected design competitions in the world. More than 5,200 products from 57 countries entered this year's contest. The jury consisted of 41 independent design experts from around the globe.

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The Valtra T4 Series is the result of seven years of research and development. (Photo: Business Wire)



The Fendt 1000 Vario was specially designed as the world's most powerful draft tractor for the global market.

language have been brought together. Valtra's fourth generation tractors have been successful since their launch and won numerous international awards.

Winning the Red Dot Design Award reflects AGCO's significant investment in research & development that enabled its brands to develop award-winning innovations and technology that benefit their customers. Every detail of the tractors was designed with a purpose in mind. The design work focused especially on usability, ergonomics, safety, durability, serviceability and productivity of the machine.

Rob Smith, AGCO's Senior Vice President and General Manager, Europe , Africa and Middle East said, "We are delighted with the success of our brands. The Red Dot Award is a seal of outstanding design quality and demonstrates AGCO's commitment to providing the best solutions for its customers."

The Red Dot Design Competition began in the 1950s and awards are given in three categories: Product Design, Communication Design and Design Concept. This year's Red Dot Design Award will be presented on July 4 at the Aalto Theatre in Essen, Germany .

"We are honored to receive this recognition," said Martin Richenhagen, Chairman, President & CEO, AGCO Corporation . "This recognition is a testament to AGCO's commitment to design, innovation and quality."

The Fendt 1000 Vario and the Valtra T234 were both recognized in the Red Dot Award category 'Product Design.' The Fendt 1000 Vario is a newly developed standard high-horsepower tractor. It has been specially designed as the world's most powerful draft tractor for the global market. Its contemporary design has recently been recognized with many international awards for technical innovations and design including the iF Design Award Gold 2016. The Valtra T234 is part of Valtra's T4 Series and a result of seven years of research and development. It is also the first product in the completely new model generation in which the latest technical innovations and the new generation design

About Fendt

Fendt is the leading high-tech brand within the AGCO Corporation , geared towards customers with the highest demands. Tractors and harvesting machines from Fendt are at work in farming enterprises and other interesting areas of application on fields around the world. In many areas of agricultural engineering, Fendt is the pioneer for trendsetting developments. Fendt customers therefore benefit earlier from the innovative technology for enhancing performance, efficiency and profitability in their farming businesses. AGCO Fendt employs some 4,200 people in the areas of research and development, sales and marketing, production, service and administration at its Marktoberdorf, Asbach-Bäumenheim, Hohenmölsen and Feucht sites in Germany . www.fendt.com www.fendt.tv www.facebook.com/fendtglobal

About Valtra

Valtra Inc. develops, manufactures, markets and services Valtra tractors that are individualized for the way customers work. Renowned for their versatility and reliability, Valtra tractors are engineered to deliver high performance in demanding working conditions and on extreme terrains. Valtra is a worldwide brand of AGCO , being the leading tractor manufacturer in the Nordic countries and one of the most popular brands in Latin America . www.valtra.com

About AGCO

AGCO (NYSE:AGCO) is a global leader in the design, manufacture and distribution of agricultural solutions and supports more productive farming through its full line of equipment and related services. AGCO products are sold through five core brands, Challenger®, Fendt®, GSI®, Massey Ferguson® and Valtra®, supported by Fuse® precision technologies and farm optimization services, and are distributed globally through a combination of approximately 3,000 independent dealers and distributors in more than 140 countries. Founded in 1990, AGCO is headquartered in Duluth, GA, USA. In 2015, AGCO had net sales of \$7.5 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.



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