

AGCO Corporation Launches New Brand Strategy

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New Logo and Tagline to Showcase AGCO's Commitment to Agriculture

DULUTH, Ga.--(BUSINESS WIRE)--

AGCO Corporation (NYSE: AG), a worldwide manufacturer and distributor of agricultural equipment today announced a new corporate branding strategy to showcase their commitment to Agriculture. As part of their strategy, AGCO introduced a new corporate logo with a new tagline, "Your Agriculture Company."

Brand strategy is a way to help meet expectations of consumers for a product or service they buy and it is as strong as ever. AGCO believes that long-term success must create the most promising, targeted brand experience possible.

"The new tag line 'Your Agriculture Company' deliberately stretches the traditional rules of grammar. By focusing on 'Agriculture' as an industry, AGCO seeks to underscore its strategic role in shaping the future of agriculture through innovative equipment and technology solutions," said Martin Richenhagen, Chairman, President and Chief Executive Officer of AGCO Corporation.

About AGCO

Founded in 1990, AGCO Corporation (NYSE: AG) (www.agcocorp.com) is a global manufacturer of agricultural equipment and related replacement parts. AGCO, "Your Agriculture Company," offers a full product line including tractors, combines, hay tools, sprayers, forage, tillage equipment and implements, which are distributed through more than 3,000 independent dealers and distributors in more than 140 countries worldwide. AGCO products are sold through the core brands: Challenger(R), Fendt(R), Massey Ferguson(R) and Valtra(R). AGCO provides retail financing through AGCO Finance. The Company is headquartered in Duluth, Georgia, and, in 2007, had net sales of \$6.8 billion.

Source: AGCO Corporation