

## All AGCO Corporation Product Lines to use BEELINE Steering Assist(R) Technology

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DULUTH, Ga., and WESTMINSTER, Colo., July 31 /PRNewswire-FirstCall/ -- AGCO Corporation. (NYSE: AG) has announced the selection of BEELINE Technologies Inc. as their global supplier of steer-assist technology. The fully integrated Challenger Auto-Guide system, that debuted at last year's farm shows on the all new MT700 and MT800 series tractors will be extended across all product lines, including tractors, spray equipment, combines, and hay and forage equipment. AGCO Corp. brand names impacted include Challenger, AGCO, Fendt, Massey Ferguson, Ag-Chem, Gleaner, Hesston, and New Idea, among others.

Doug Griffin, North American Director of Sales and Marketing of Challenger Division, AGCO Corp. and BEELINE American Operations Vice President Doug Merrill, announced the agreement today in Duluth, GA., and Westminster, CO.

"We are challenging accepted notions about how new technology will be implemented by today's farm operators," Griffin commented. "The Challenger Auto-Guide option uses a combination of GPS and INS (inertial navigation system) technology to provide superior accuracy and reliability to the task of guiding the machine. Whether it's a tractor, self propelled sprayer, harvester, or other equipment, the technology and the fundamental principles are the same. And with this agreement, the hardware and ease of use will also be the same. The Challenger Auto-Guide system is easy to learn and use, and has been well received by the farmers and custom applicators who have used it."

A year ago, the agreement to incorporate BEELINE technology into the CAT Challenger MT tractor series was announced, and now this agreement has been expanded to include all AGCO product lines. The Auto-Guide option is also available today on the CAT MT700 and MT800 tractors. Initial shipments began this month in limited quantities, with full availability scheduled for early next month.

According to Griffin, use of the system helps reduce operator fatigue and improves efficiency. "The operator is able to focus more attention on implement performance, and doesn't tire from having to constantly make steering corrections," he added. "Farmers can increase their productivity by reducing overlap and underlap and input costs as they traverse the field."

The AGCO Auto-Guide system is being developed together with BEELINE, and will be sold and supported initially through the Caterpillar dealer network and through the AGCO dealer network as future product offerings demand. It takes advantage of BEELINE's global experience in Ag guidance applications and OEM relationships.

"AGCO Corp. and BEELINE have once again collaborated to bring farmers the very latest in guidance technology," Griffin said. "BEELINE is the world's leading supplier of high performance steering assist systems in the agricultural market, and we are delighted to work with them to produce this exciting new capability for our growers."

"The full line of AGCO Corp. products represents every major type of farm and custom applicator equipment technology," said Merrill. "We are pleased to have been chosen to expand our work with AGCO Corp. across all their product lines and brand names to incorporate BEELINE Steering Assist(R) technology."

BEELINE Technologies, Inc. is a privately held company, which through pioneering research has achieved global market leadership in GPS/INS steering assist systems for self-propelled agricultural equipment. BEELINE is proud to be a company founded by farmers, forging useful technology for farmers. BEELINE Technologies was established in 1994 and headquartered in Brisbane, Australia, with offices in Fresno, Calif. and Westminster, Colorado. For more information, visit <http://www.beelinenavigator.com>.

AGCO Corporation, headquartered in Duluth, Georgia, is a global designer, manufacturer and distributor of agricultural equipment and related replacement parts. AGCO products are distributed in 140 countries. AGCO offers a full product line including tractors, combines, hay tools, sprayers, forage equipment and implements through more than 7,350

independent dealers and distributors around the world. AGCO products are distributed under the brand names AGCO, AGCOSTAR, Ag-Chem, Challenger, Farmhand, FENDT, Fieldstar, GLEANER, Glencoe, Hesston, LOR\*AL, Massey Ferguson, New Idea, SOILTEQ, Spra- Coupe, Tye, White Planters and Willmar. AGCO provides retail financing through AGCO Finance in North America and through Agricredit in the United Kingdom, France, Germany, Ireland, Spain and Brazil. In 2001, AGCO had sales of \$2.5 billion.

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