

# **SUSTAINABLE TECHNOLOGY EVENT**

**FENDT**

**Torsten Dehner, Senior Vice  
President & General  
Manager Fendt / Valtra**

# FOCUS ON GROWING HIGH MARGIN BUSINESSES



## Fendt's proud history of technology leadership & premium brand value in Europe

**1930**

The **first 6 hp Fendt Dieselross** was sold



**1968**

**Farmer 3 S** with fluid flywheel (Turbomatic) – trend-setting technology and design.



**1995**

Launch of world's first high-horsepower tractor with in-house developed stepless **Vario transmission**.



**2012**

Grand opening of new **tractor factories** in Marktoberdorf/ Bäumenheim



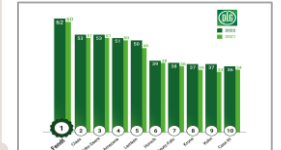
**2019**

Launch of Fendt **IDEAL** combine, **MOMENTUM** precision planter and Fendt**ONE**



**2021/22**

Fendt @ #1 position of **DLG Image Barometer\***, **DLG-Employer Ranking** in Agribusiness\*\* & European **Dealer Satisfaction Index\*\*\***



**1950s**

The **Fendt Dieselross** Tractors and the 12 hp **Fendt tool carrier** become successful Fendt models



**1980**

**300 series** defined a **new tractor trend**: 40 km/h, 4W braking system, comfort cab with rubber bearings.



**1997**

**AGCO** acquires the tractor manufacturer Xaver Fendt GmbH & Co.



**2014**

Introduction of the new groundbreaking **1000 Vario Gen1**



**2021**

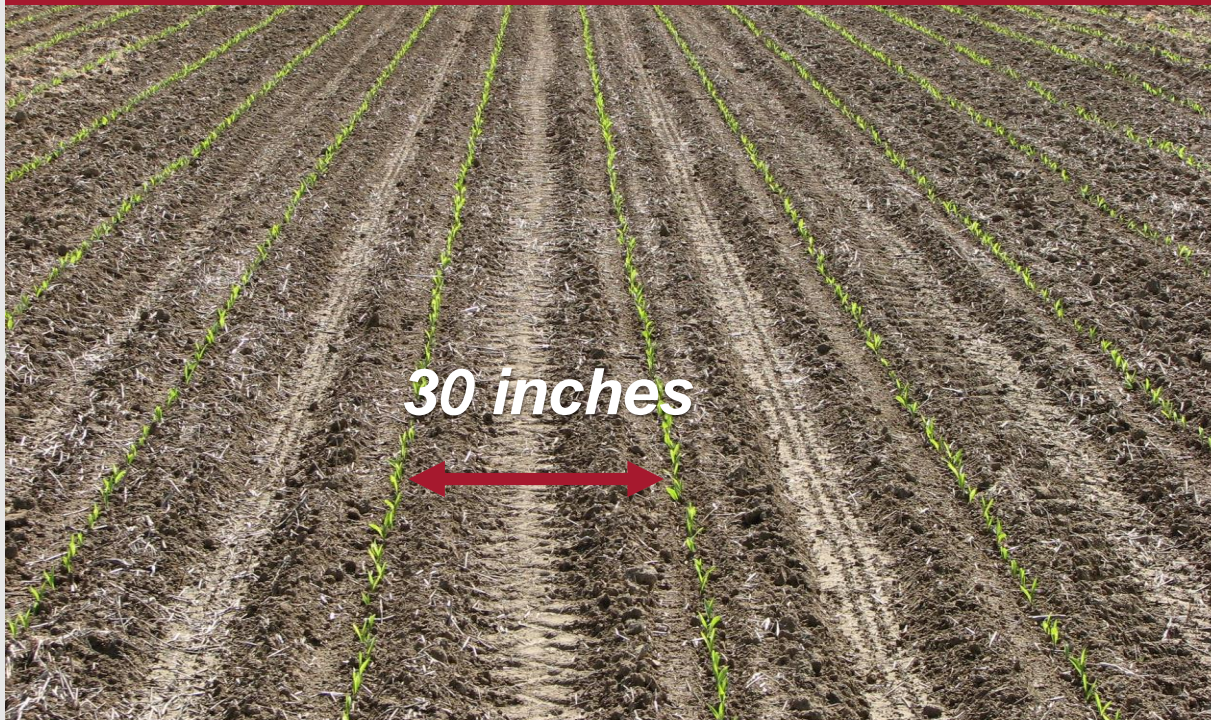
Fendt introduces the new self-propelled sprayer **R900**





Why has Fendt not played in the Americas before ?

## Row Crop Spacing in Americas



## Matching Track Width of latest Fendt Models





# GROWTH LEVER: GLOBAL FENDT FULL-LINE

Tapping the Potential of Global Markets while Continuing to Innovate

Geographical Expansion



Tech Stack



Battery electric  
Traktor Fendt e100 Vario



Alternative fuels  
H2 Agrar Project

Innovation & Product Expansion

## Fendt Global Customer Journey



**Customer Connected  
Distribution**

Knowing



Liking

Returning



Considering

Performing



Buying



**Farmer  
First**



**Social Media**



**Premium Aftersales  
Service**



**Digital Fendt Experience**



**Field Demos**

## TECH STACK



AUTONOMY



AUTOMATION &  
ARTIFICIAL  
INTELLIGENCE



DATA MANAGEMENT &  
LOGISTICS



CONNECTIVITY &  
ADVANCED SENSING



GUIDANCE



FOUNDATIONAL  
ARCHITECTURE

## GREEN DEAL



PESTICIDES



NUTRIENT LOSS



SOIL HEALTH &  
CARBON



GHG EMISSIONS

## FUTURE PRODUCT INNOVATIONS

Autonomy



Machine to machine  
communication



Battery electric tractor  
Fendt e100 Vario



Targeted spraying



Alternative fuels  
H2 Agrar







Ready for MORE.

It's Fendt.