

AGCO Announces Updated Corporate Logo

September 20, 2005 5:30 PM ET

DULUTH, Ga.--(BUSINESS WIRE)--Sept. 20, 2005--AGCO Corporation (NYSE:AG), a worldwide manufacturer and distributor of agricultural equipment, announces a "refreshing" of the corporate logo. Martin Richenhagen, President & CEO comments, "The objective is to modernize the design of our corporate logo - without compromising the positive recognition that our triangular 'farm field' logo enjoys around the world. The refreshed logo reflects our position as an innovative global leader providing 'high-tech solutions to professional farmers'."

The new design also represents thinking "out of the box." Quite simply, the box lines are being eliminated and the orange color is now a red-orange that is more bold and distinctive. The new color unites AGCO's proud heritage (in the traditional orange of AGCO Tractor products) and the continuing success today (in the "hot" red of Massey Ferguson products). AGCO developed this new look through a cost-effective process using AGCO's internal design and brand-marketing expertise.

"With our strong local brands, a global presence and a multi-brand strategy, AGCO is very different than its competitors - and very well positioned for steady growth in varying market conditions. In fact, AGCO is unique in our industry as the pure agri-business company, AGCO. The focus of AGCO has been and will continue to be on providing innovative and reliable solutions to professional farmers," adds Richenhagen.

AGCO Corporation, headquartered in Duluth, Georgia, is a global manufacturer and distributor of agricultural equipment and related replacement parts. AGCO products are distributed in more than 140 countries. AGCO offers a full product line including tractors, combines, hay tools, sprayers, forage, tillage equipment and implements through more than 3,900 independent dealers and distributors around the world. AGCO products are distributed under the various well-known brand names AGCO(R), Challenger(R), Fendt(R), Gleaner(R), Hesston(R), Massey Ferguson(R), New Idea(R), RoGator(R), Spra-Coupe(R), Sunflower (R), Terra-Gator(R), Valtra(R), and White(TM) Planters. AGCO provides retail financing through AGCO Finance in North America and Australia and through Agricredit in the United Kingdom, France, Germany, Ireland, and Brazil. In 2004, AGCO had net sales of \$5.3 billion.

Please visit our website at www.agcocorp.com.

MULTIMEDIA AVAILABLE:

<http://www.businesswire.com/cgi-bin/mmg.cgi?eid=4977628>

CONTACT: AGCO Corporation, Duluth
Molly Dye, 770-813-6044

SOURCE: AGCO Corporation