



## One Drive Says It All.

It's often been said in Fendt literature and by Fendt owners themselves that you haven't experienced Fendt innovations until you've tried a Fendt for yourself. That was certainly the case nearly 14 years ago, when Ohio farmer Jon Orr first drove a Fendt tractor. That one demonstration led to the purchase of a Fendt Model 924, even though the dealer was located more than 35 miles away.

Fortunately, Lowe and Young—the AGCO dealer in Wooster, Ohio, which already sold and serviced most of the other machines in Orr's equipment inventory—started carrying Fendt a few years ago, putting a Fendt dealer within 10 miles of the Orr farm.

"The first time I demoed a Fendt, my Dad knew the tractor wasn't going to be leaving the farm," Jon says, noting how the speed, incredible handling and layout of the controls were similar to his self-propelled choppers.

Although Orr and his father grow around 850 acres of corn and soybeans on their own farm near Apple Creek, Ohio, their biggest need for Fendt tractors is for use in their custom harvesting business. Jon, who is also co-owner of Orrson Custom Farming with his father, recalls, "You could say we've also been involved in custom harvesting since 1946 when my grandpa cut silage for a neighbor with a one-row, pull-type harvester."

"You won't find another tractor that will match a Fendt, I guarantee it," says Orr, noting that they used to run JCB models in their custom business, primarily for the speed, before switching entirely to Fendt. "But, it's more than the speed and reliability. It's the entire Fendt experience with Gold Star Customer Care, lower cost of ownership and a top notch dealer."

In fact, the Orrs have since traded the original Model 924 for a replacement and ultimately traded that 924, along with their competitive units, on four new Model 927s.

Orr, who is also serving as president of the U. S. Custom Harvesters, Inc., explains, "We primarily focused on the family dairy until 1995. However, when the cows left in '95, we began to do even more custom work, eventually going on the road in '97."

Equipped with two self-propelled forage harvesters, a self-propelled mower conditioner, four Fendt Model 927 tractors, four Sunflower side-dump forage wagons and 12 trucks, Orrson Custom Farming travels from Georgia to Michigan each year putting up silage. In a typical year, Orr and a crew of 16 to 18 people head to Georgia in the spring to harvest wheat and ryegrass silage before returning to the farm to plant row crops. Then, it's back to Georgia for corn silage, at which point they work their way back north... ultimately ending up in Michigan for corn silage. Along the way, his four Fendt tractors handle everything from moving silage to packing it in the silo.

"Every day and every job is different," he says. "In the spring, we usually have one tractor on a merger, which brings one or more windrows together ahead of the chopper," he explains. "Plus, we generally have one or more units equipped with a front-mounted blade to push, level and pack silage. Again, you won't find anything that beats a Fendt, because when we're pushing silage, we're just going forward and back all day long," he continues. "However, the Fendt transmission **Con't on page 4**



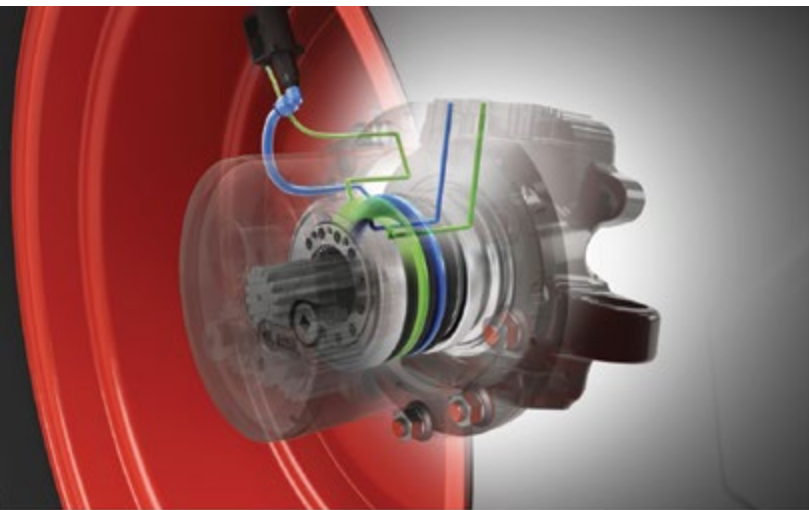
John Orr, Orrson Custom Farming

*"... more than the speed and reliability. It's the entire Fendt experience with Gold Star Customer Care, lower cost of ownership and a top notch dealer."*

*– Jon Orr, Orrson Custom Farming*



## VarioGrip Offers The Best Of Both Worlds

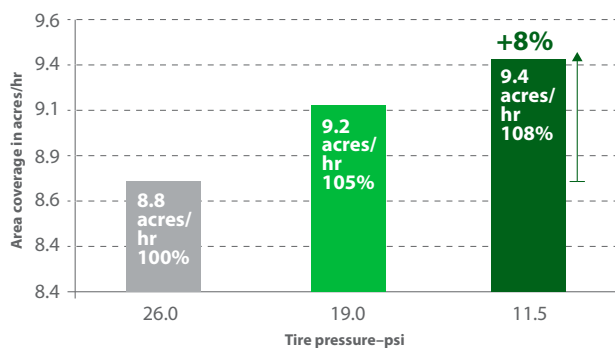


What if you could add an option to your tractor purchase that would pay for itself in as little as 2,600 hours and save up to \$50,000 by the time the tractor accumulated 10,000 hours? According to one independent study in Europe, that kind of savings is indeed possible with a Fendt 800 or 900 Series tractor equipped with the VarioGrip tire pressure regulation system. While the \$4.15-per-gallon price of diesel in the European study may be more than the current price in North America, the 10,000-hour study shows that North American customers could reap comparable savings through greater productivity, fuel savings, reduced wear on tires and less soil damage.

Introduced just over a year ago, the VarioGrip option is fully integrated into the tractor and uses a water-cooled, high-capacity compressor with an airflow rate of 211 gallons per minute to inflate tires for transport after they have been deflated for field use. Tire pressure is controlled for both front and rear tires through the Fendt Varioterminal and two different pressure settings can be saved and recalled later.

“In effect, the operator can deflate the tires to a preselected level for field work and then re-inflate them for road transport,” explains Josh Keeney, Fendt Tactical Marketing Manager for North America. “The reduced tire pressure in the field provides a larger tire contact area for reduced compaction, as well as better ground contact and reduced slippage for up to 15 percent more traction and pulling power. Tests have also revealed up to eight percent less fuel consumption and up to eight percent more area covered in the same amount of time.”

At 500 hours of heavy-duty draft work per year, this means up to 40 hours less working time. Read more at <http://www.fendt.co.uk/7765.asp>



Once the tractor pulls out of the field and onto the road, the operator can quickly inflate the tires to the pre-programmed transport pressure via the Varioterminal for lower rolling resistance. Again, the benefits are lower fuel consumption—up to two percent savings—along with greater safety and longer tire life. In fact, the earlier-mentioned study showed that a tractor owner could save half a set of tires for every 10,000 hours and attain up to three percent faster speeds on the road with the same amount of engine power.

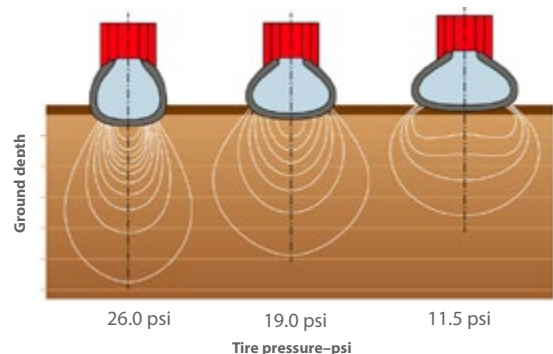
Because the system is fully integrated into the tractor, there’s no danger of compressed air lines being damaged, since they are never exposed and system air pressure is only present when air pressure is being regulated. The proprietary system even uses two air lines to each wheel—one for releasing tire pressure and one for filling tires.

“The studies that revealed the cost savings attributed to the VarioGrip system didn’t take into account the benefits of reduced soil compaction as a result of deflating the tires and distributing the weight over more surface area,” Keeney adds. “When weight is concentrated in a narrower area, the compaction tends to extend deeper into the soil profile. Plus, tire slippage adds to the compaction as the tire spins and compresses the soil.”



In one Ohio State University study that compared duals with tracks, overinflated duals caused the most compaction. However, the trial also showed that duals can do as good a job in avoiding topsoil compaction as tracks, provided the tire pressure is kept low. Unfortunately, most farmers have to compromise between the best tire pressure for the field and a pressure level that won’t result in tire damage during transport.

Using a Fendt 800 or 900 Series tractor with VarioGrip, those producers can literally “have their cake and eat it, too.”





## Fendt To Offer 500 Series In North America

Nearly everyone who has ever owned a Fendt tractor has looked to Fendt again for a second or third tractor. Unfortunately, those who desire a compact 100- to 145-horsepower tractor have had to look at another brand. However, the wait may soon be over.

According to the Josh Keeney, Fendt Tactical Marketing Manager for North America, the Fendt 500 Series, which has already gained a huge following in Europe, will soon be available through Fendt dealers in the U.S. and Canada.

“The 500 Series will actually make its North American debut at Ag Progress Days, to be held August 18th through the 20th at Penn State University,” Keeney says. “After that, the 500 Series will be on display at the Expo-Champs Farm Show, scheduled for August 25-27 in Quebec and the Outdoor Farm Show slated for September 8-10 in Woodstock, Ontario.”

Like the popular Fendt 700 Series, the 500 Series sports a VisioPlus cab, which provides a 77-degree field of vision for continuous visibility when performing loader work, and combines all functions on one terminal. Like all Fendt tractors, it also features seat and cab suspension, front axle suspension and the Vario CVT transmission — features not normally found on a tractor in this size range. Yet compared to a 700 Series model with comparable horsepower, the 500 Series is lighter in weight and offers a shorter wheelbase, despite having close to the same payload.

“It will add *four new models* in the *90-140 horsepower class*, expanding the Fendt product line of tractors we offer in North America,” Keeney says. “Considering that it has many of the same features as the 700 Series, the 500 Series will have an excellent price/benefit ratio and should prove to be exactly what many of our customers have been waiting for.”



## Accelerate Productivity with an Unprecedented Fendt Lease Offer

The only things more productive than Fendt tractors are the people who run them. Fendt owners know the truth is found in the field. They understand the efficiency, and have realized the increase in productivity that a Fendt has added to their bottom line.

From the industry’s first stepless transmission to groundbreaking electronically controlled hydraulics, you haven’t experienced Fendt innovations until you’ve tried a Fendt for yourself. Fortunately, there’s never been a better time to do just that with a Fendt lease. Right now, your Fendt dealer is offering **0% financing for 36 months** and **0 payments for up to 4 months** or **up to \$20,000 towards the down payment** on a new Fendt.

*Naturally, some limitations apply and the offer is subject to change without notice. So see your Fendt dealer, or visit [my-fendt.com/lease](http://my-fendt.com/lease) for more details before this amazing offer is gone.*

### FENDT 2015 LEASE OPTIONS

**0%** OR UP TO **\$20,000**

FINANCING  
36 Months

DOWNPAYMENT  
on Fendt Tractor





## Upcoming Events

If you have any plans to be in Germany later this year, you might want to adjust your schedule to include one or more days from November 10-14. That's when Hanover, Germany, will once again host AGRITECHNICA, the world's largest farm equipment show.

As usual, Fendt will be one of the largest exhibitors at the show and will have plenty of new products on display. However, if you can't make it to Germany, you might want to mark some of the following dates on your calendar and look for Fendt tractors to be on display in your neighborhood.

### AUGUST

#### August 18-20

Ag Progress Days | Penn  
 State University  
 Russell E. Larson Agricultural  
 Research Center,  
 Pennsylvania Furnace,  
 Pennsylvania

#### August 26-28

Expo-Champs  
 Saint-Liboire, Quebec

### SEPTEMBER

#### September 1-3

Farm Progress Show  
 Decatur, Illinois

#### September 8-10

Outdoor Farm Show  
 Woodstock, Ontario

#### Sept. 22-24

Ohio Farm Science Review  
 London, Ohio

*Con't from page 1* shifts so smoothly you're not worn out at the end of the day. Plus, you can preset a forward and reverse speed and make it even easier."

In the meantime, at least two more of the 927 models will be pulling Sunflower side-dump wagons. However, on one of the jobs this spring, Orr had all four tractors on side-dump carts, due to the muddy conditions in the field. Fortunately, Orr says his Fendt tractors are even more fuel efficient when transporting silage. Noting that he and his crew deal with different applications with each job, Orr says he is particularly pleased with the fuel savings. In fact, one glance at the Varioterminale while planting soybeans this spring showed the tractor he was driving at the time had used 7,148 gallons of fuel during 3,257 hours of varied applications for an average of 3.6 gallons of fuel per hour.

"The other thing is we have all of the tractors equipped with the big Michelin tires, instead of duals. So you won't find a tractor that's more comfortable to drive, whether it's on the road, in the field or on top of a load of silage.

"This is the fifth season on those four 927 models," he says, noting that the 3-year/3,000-hour Gold Star Customer Care program *took care of his scheduled maintenance and lowered his cost of ownership*. "So, when I get ready to trade, I'll probably trade all four at once for four new ones. The thing we like most about the Fendt tractors, besides the fuel economy and the excellent service from Lowe and Young, is the reliability," he continues. "We need them to run every time we turn the key and that's what they do."