

Fendt Tractors Improve Hay Business Profits

When Scott Myers bought his first Fendt® tractor in 2007, he says he was looking for something that was “as good as a John Deere®” from a dealer that offered better service. What he found with the purchase of a Fendt Model 930 from Lowe & Young in Wooster, Ohio, was something far better.

“I had demoed a Fendt a few years earlier at a dealer quite a distance from here,” admits Myers, who farms approximately 3,200 acres near Dalton, Ohio, under the name Woodlyn Acres Farms, LLC. “But it wasn’t until Lowe & Young became a Fendt dealer that I actually bought one. We buy all our hay equipment from them, so the service they provide is the main reason we now have three Fendt tractors.”

Of course, Myers admits the fuel economy he gets from his Fendt tractors has a lot to do with it, too. In addition, to about 2,200 acres of corn, soybeans, oats and rye, Myers grows about 1,000 acres of hay. While half of it is alfalfa, the other half consists of different mixes of alfalfa, timothy, orchardgrass, fescue, etc. — all of it put up in 3 X 3-foot square bales for sale to dairies, horse owners and one elk farm. Myers says he also wraps nearly all of the bales and has each lot tested for protein content and feed value so his customers can match their purchase to existing feed rations.

“Right after I bought the 930, we put it on one of the balers,” he says, noting that he typically runs two balers side-by-side in a field. “We still had a John Deere 7820 on the other baler; and at the end of each day, the Fendt had used between eight and nine gallons of fuel, while the 7820 used between 12 and 14 gallons ... and the 930 is a bigger tractor.”

Since then, Myers has added a Fendt 820 and a Fendt 824. When used on a baler, those models use even less fuel, averaging around five to six gallons per day. Still, he generally runs the 930

on one of the balers, while the 820 and 824 find use on a baler, the air drill or one of the tillage machines. With VarioGuide satellite-assisted steering, Myers says the 824 is ideal for drilling oats, rye and alfalfa.

“The Fendt tractors offer more than fuel economy, though,” he adds. “We generally bale at 10 to 13 miles per hour, putting out two to three bales per minute. Even under those conditions, the Fendts are more comfortable, quieter and easier to operate. I like to bale using the foot pedal to manage speed, while my employee who’s on the other baler still likes to use the joystick.”

Myers says the precise control from the Vario transmission is also a valuable asset when pulling their tile plow with the 930.

“The speed control is so smooth we can always adjust the speed to conditions,” he says. “If we’re laying tile in a really tough area, we’ll even hook the 824 ahead of the 930,” he adds, noting that the Vario CVT allows them to perfectly match the speed of both tractors. “We still have a John Deere tractor with an IVT transmission that we use on the corn planter, but the IVT isn’t nearly as smooth as a Fendt.”

Myers says he got into the hay business in 2000 when he returned to the farm from college and was looking for something to take the place of hogs. Today, with the help of Fendt tractors he is baling and selling between 15,000 and 17,000 big bales per year. His only regret now is that the Fendt 500 Series isn’t yet available in North America so he can replace the smaller John Deere tractor that he still uses on the rake.



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- Scott Myers
Woodlyn Acres Farms
Dalton Ohio



Fendt Debuts New 700 Series Tractors – *the Perfectionist*

Anyone who is familiar with Fendt tractors already knows their reputation for fuel economy. Now, imagine six new Fendt 700 Series models with up to 10 percent better fuel economy than the previous models! Add even more new features, like an all new VarioActive steering system, a new four-speed PTO, greater lifting capacity on the rear 3-point hitch and even higher unladen weights, and you have the most versatile tractors in the industry for field and loader work.

As before, choices begin with six different models — Model 714 rated at 110 PTO horsepower; 716 at 130 PTO hp; 718 at 145 PTO hp; 720 at PTO 165 hp; 722 at PTO 185 hp; and the 724 at PTO 195 hp. Each one is also available in a Profi and ProfiPlus version, depending on the customer's choice of options.

Performance and efficiency start with a 6.06-liter Deutz engine that meets all Tier 4 Final emissions standards, thanks to time-proven Fendt SCR technology, along with a passive particulate filter and limited, cooled exhaust gas recirculation.

"The important thing is the Fendt approach does not require expensive periodic exhaust filter replacements or high-temperature and lengthy regeneration processes like some competitive tractors," says Conor Bergin, North America marketing manager for high horsepower tractors. "Where possible, Fendt has used exhaust system components with replacement schedules that are roughly equal to the useful life of the tractor. This technology, coupled with the already fuel-efficient engine, will offer customers not only reduced fluid expenses, but reduced maintenance expenses when compared to other systems in the marketplace today.

However, the Fendt commitment to providing the best total cost of ownership to customers goes far beyond engine performance. The four-speed PTO, for example, permits customers

to choose between 540, 540E (economy), 1,000 or 1,000E — in effect permitting the use of a lower engine speed via 540E or 1,000E without affecting PTO speed for greater fuel economy.

Another new feature is the pneumatic dual-circuit braking system that uses compressed air for brake activation. In addition, the operator only needs to depress one brake pedal for four-wheel braking. Individual wheel brakes, which are generally preferred for tighter turns in row crop operations, continue to be available as an option. Meanwhile, an all-new VarioActive steering system provides a variable gear ratio for best-in-class maneuverability at any speed. One turn of the steering wheel when VarioActive is engaged equals 43.3 degrees of wheel turn, versus just 26.6 without, which makes the system ideal for front loader work or headland turns.

"Fendt design engineers also improved visibility with a couple of new features," Bergin adds. "One is an optional 300-degree windshield wiper that provides a wider view of the front wheels and front mounting area. Of course, the 700 Series is already the only tractor with a vertically panoramic front windshield that offers 77 degrees of upward visibility.

"The other is LED lighting throughout, including the work lights and corner lights. In addition, the main headlights in the grille are the latest Bi-LED lamps with headlamp leveling for precise control of illumination and visibility."

Inside the cab, a new 10.4-B Varioterminal, with its new terminal holder, contributes to enhanced comfort, and features an appealing smartphone look, new touch technology and an LCD display with LED backlight. The terminal also offers the VarioGuide automatic steering system, VarioDoc documentation, ISOBUS implement control, camera functions, a DEF consumption indicator and a greater Bluetooth range.

Finally, Fendt now offers a larger hydraulic pump — 51 gallons/minute — as an option to meet higher flow and pressure demands, along with a stronger front axle on 714, 716, 718 and 720 models, a higher payload on 718, 720, 722 and 724 models and a higher rear lift capacity on all models. So don't sell the new Fendt 700 Series short. There's a lot to discover when you take a closer look.



WELCOME TO OUR FARM

A Farm Show Exhibit
Unlike Any Other

Farm Progress Show 2014

If you're like the hundreds of other producers and ag businessmen who will be headed to Boone, Iowa, for the Farm Progress Show this fall, don't be surprised if you experience something different at the AGCO display. Certainly, you'll see some of the newest machines from AGCO, including the first North American appearance of a new Fendt® 700 Series tractor.

What you won't see, though, is a large number of machines parked on the lot in static displays like you're used to seeing at the typical farm show. Instead, AGCO has turned the entire display lot into a scaled-down version of a farm to demonstrated new ways to tackle the complex challenges of farming.

"We'll be planning, planting, growing and harvesting, while offering up the latest innovations from the AGCO brands, including Fendt," says Phil Jones "In other words, a more limited and select group of machines will be displayed in the appropriate scenario, just as if they were harvesting a crop, performing tillage, planting corn, cutting hay or baling corn residue. In effect, they will represent all equipment categories and every phase of crop production," he adds.

More specific to Fendt, customers will find a new 700 Series model equipped with a loader moving big square bales, while a Fendt 800 Series model pulls a piece of Sunflower tillage equipment through the field.

"We'll also be showing visitors how they can get more from their operations using AGCO's next-generation approach to precision ag technology," Jones adds. "Plus, the AGCO theater

will be showing a presentation of 'Follow the Seed', which tells the story of Bud the seed and how one farmer unleashed the seed's potential."

On a more serious note, AGCO will also be offering a series of presentations in the Fuse™ Technologies Pavilion, which will cover a wide range of issues concerning technology, productivity and profitability. Scheduled for Tuesday and Wednesday during the show, the eight different programs will cover such topics as "Reduce Compaction. Increase Yield.," "Turning Trash Into Treasure", a program that looks into the emerging biomass market; "Advancement of Rural Cell Internet Coverage", which will enable new technologies on the farm, and "It's All about The Kitchen" — a seminar about managing job stress and its effect on farmer health and productivity. The latter will also highlight recent equipment advancements that reduce stress, like cab comfort, front-axle suspension and guidance systems.

While you're there, you can also learn how Fuse Technologies — AGCO's next generation approach to precision agriculture — connects the entire crop cycle. That includes everything from enterprise planning to planting and seeding, crop care, harvesting and grain storage, providing mixed-fleet farming operations with improved access to farm data to make more informed decisions, which, in turn, enhance efficiency and profitability. In fact, you can experience it first-hand via the Augmented Reality display, which utilizes a 20-foot observation deck and special viewers to show you how Fuse Technology can improve your operation.

2014 Farm Progress AGCO Exhibit

- A** Sunflower 1436 Disc Harrow / Challenger MT685E Track Tractor
- B** Sunflower 6633 Land Finisher / Fendt 828V HHP Tractor
- C** RoGator Model RG1300B with spinner box
- D** White Planters 9816 Planter / Challenger MT775E Track Tractor
- E** Sunflower 9413 Grain Drill / MF 6600 HHP tractor
- F** Hesston by MF 9870 Windrower
- G** Hesston by MF 2270XD Large Square Baler / MF 8730 HHP Tractor
- H** Hesston by MF 1840 Small Square Baler / MF 4610 Tractor
- I** Hesston by MF 2956 Round Baler / MF 5611 Tractor
- J** Fendt 724V HHP Tractor with loader
- K** RoGator Model RG700 Row Crop Sprayer
- L** Challenger MT865E Track Tractor
- M** Gleaner S88 Transverse Combine
- N** MF2270 Bio Mass Baler / MF 7726 HHP Tractor
- O** Massey Ferguson 9540 Axial Combine
- P** MF 1700E / MF 1700P Compact Tractor

Fendt Unveils New 1000 Series Tractors

On July 7, 2014, members of the European and international media were treated to a sight never before seen in Europe or North America. So it's little wonder cameras were flashing as if it were the red carpet premier on Oscar night when Fendt premiered its new 380- to 500-horsepower 1000 Series tractors at the International AGCO/Fendt Press Conference. Yes, we said 500 horsepower, which isn't unusual in today's 4-wheel-drive articulated tractors. But until now, horsepower levels have never come close to this level in a rigid-frame, conventional tractor.

The 1000 Series premier was just part of the festivities that took place at the famed Neuschwanstein Castle in Bavaria when approximately 200 journalists from throughout the world descended on the fairytale dwelling commissioned by King

Ludwig II. While nearly 1.3 million people visit the castle each year, it has never before been available to a company for any kind of commercial use. Hence, Fendt was not only the first company to introduce a new class of tractor, but the first in the world to hold such an event at the most-visited castle in Europe.

Although there is not set date as to when the 1000 Series will be available in either Europe or North America, there are several things that are certain. The Fendt 1000 Series will be available in four different power configurations: the Model 1038 (380 hp), Model 1042 (420 hp), Model 1046 (460 hp) and the top model Fendt Model 1050 with a maximum output of 500 hp — all powered by a compact 12.4-liter, six-cylinder MAN engine that meets all Tier 4 Final emissions regulations. Compared

AGCO/Fendt welcomed representatives of the press from all over the world to the Neuschwanstein Castle, as the first company in the world to be able to do so. Some 200 journalists joined the presentation of the 1000 Series and the other new products in this magnificent setting at the International Fendt Press Conference.



"I am pleased that we are the first company to be able to hold a press conference in the Neuschwanstein Castle," says Peter-Josef Paffen, Chairman of the AGCO/Fendt Management Board, shown left to right: Roland Schmidt, Walter Wagner, Martin Richenhagen, Peter-Josef Paffen, Ekkehart Gläser.



The Fendt 1000 Series – the "German Meisterwerk" was the first tractor ever to drive into the courtyard of the Neuschwanstein Castle.

to conventional design concepts in the 500-hp power class, the 1000 Series is considerably lighter, more maneuverable and has better visibility, which makes it clearly more versatile. Consequently, even though it was designed as a powerful draft tractor for the global market, it is adaptable to a wide range of applications, thanks to hydraulic systems and lift capacities that are comparably matched to horsepower levels.

Like most other Fendt tractors, it will also feature a long list of Fendt innovations, like the award-winning, fully integrated Fendt Vario CVT transmission, Fendt Stability Control, independent wheel suspension, dual-circuit brakes, and reactive steering system ... all of which contribute to a high transport speed. It will also feature a redesigned cab that is similar to the X5 cab on the Fendt 800 and 900 Series ... only larger with more working comfort. Due to the size of the 1000 Series, the side windows and windshield have also been lowered for improved visibility.

Speaking of size, the 1000 Series is as large as one might imagine — even though maneuverability and ease of operation aren't a reflection of it. Perched on rear tires that measure up to 92.5 inches in diameter, the tractor has a maximum height of 11.8 feet and an unladen weight of around 31,360 pounds.

While it may be a year or two before customers see the Fendt 1000 Series in North America, it promises to be worth the wait. It's no wonder the Neuschwanstein Castle hasn't witnessed so much excitement since it was built in the 19th century.



New Fendt Tractors On Display

The scenery around Boone, Iowa, may not be as spectacular as it is at Bavaria's Neuschwanstein Castle where the new Fendt 700 Series tractors were introduced as part of the International AGCO/Fendt Press Conference. But Fendt customers in North America will soon get their own chance to see the newest version of the best-selling tractor in the Fendt brand.

With its larger hydraulic pump, higher payload and greater rear 3-point lift capacity, the new 700 Series promises more versatility and greater fuel economy than ever before.

While the first scheduled appearance will be at the Farm Progress Show on August 26-28 near Boone, Iowa, the new 700 is also slated to appear at several other fall farm shows in the U.S. and Canada (see pg 3).

However, even if the new 700 Series isn't present at every location, Fendt will have a display at the following farm shows, which will showcase some of Fendt's newest models, including the new Tier 4 Final compliant 800 and 900 Series. Like the 700 Series, both offer more than cleaner emissions.

Be sure to see the Fendt tractor display at one of these upcoming farm shows to learn the rest of the Fendt story:

Farm Progress Show*
Boone, Iowa
August 26-28

Expo-Champs
Saint-Liboire, Quebec
August 26-28

Big Iron Farm Show*
West Fargo, North Dakota
September 9-11

Canada's Outdoor Farm Show
Woodstock, Ontario
September 9-11

Farm Science Review*
London, Ohio
September 16-18

Agri-Trade Equipment Expo*
Red Deer, Alberta
November 5-8

Salon de l'agriculture*
Saint-Hyacinthe, Quebec
January 14-16

**Salon industrie et
machinerie agricole***
Quebec City, Quebec
January 29-31

National Farm Machinery Show*
Louisville, Kentucky
February 11-14

* A new Fendt 700 Series tractor is scheduled to be on display, but is subject to change pending product availability.



Fendt Field Days Underway



Fendt Field Days are once again underway in North America — this time in four locations around the United States. Patterned, in part, after the Fendt Field Days held every even-numbered year in Wadenbrunn, Germany, but much smaller in scale, Fendt Field Days in Canada and the United States offer Fendt owners an opportunity to show their pride in Fendt tractors, while showcasing the Fendt product line to potential customers.

“We’re especially excited about taking Fendt Field Days to several new areas this year where Fendt loyalty continues to develop and flourish,” says Reid Hamre, AGCO brand manager for Fendt tractors. “That includes locations in Michigan, Ohio, Oklahoma and Wisconsin.

Hosting the first event, which was held on July 29 near their Ionia, Michigan location was Farm Depot. Co-owner Mike Laethem reported, “We were fortunate to find a location just two miles south of our Ionia dealership where we could show off the Fendt brand and its capabilities. The event included a variety of ride-and-drive events, loader operation, guidance and tillage demonstrations in wheat stubble,” he adds, noting that they also have dealerships in Caro and Schoolcraft, Michigan. “All total, we had 16 different Fendt tractors on display, including a 724 with a loader and the newest edition of the Model 828.”

In addition, one of the dealership’s Fendt customers brought his own tractor for display. Other activities and events during the day included tech talks Vario CVT technology, VarioGuide GPS guidance and Teach-In headland management, and presentations by a representative from Trelleborg Tires.

Fortunately, there’s still time to catch a few of remaining Fendt Days. So save the date if one listed below is in your neighborhood.



Fendt tractors have proven to be ideal for triple mower applications.



The Varioterminal and joystick display proved to be a popular spot.



More Fendt Field Days to come:

Livingston Machinery Company

Chickasha, Oklahoma

September 24, 2014

Lowe & Young

Wooster, Ohio

October 1, 2014

McFarlane’s

Sauk City Wisconsin

October 8, 2014

Fendt Sales/Lease Incentives Extended

Thanks to an extension of a program initiated this past spring, there's still time to get a low interest rate on the purchase or lease of a Fendt 700, 800 and 900 Series tractors. Units that are pre-sold prior to the new deadline of September 30, 2014, can lock in this great financing at 0% interest for 36 months, 0.49% for 48 months or 0.99% for 60 months.

Fendt is offering equally appealing deals on a lease contract. Choose a unit on the dealer's lot and close the deal prior to September 30 for lease finance offers of 0% for 36 months, 0.99% for 48 months and 1.49% for 60 months.

In addition, the lease includes a special 5% residual buy up, which affects the calculated residual value and ultimately lowers the lease payment. So stop by your Fendt dealer soon for more details and special terms or conditions. This second-chance offer only lasts for a few more weeks.



Their Trade Is Your Gain

RATES AS LOW AS
0%*
18 MONTHS

If you're one who has always wanted to own a Fendt tractor, but never thought it would be possible, today may just be your lucky day. Once someone becomes a Fendt owner, they never want to drive any other brand. Consequently, when a loyal Fendt owner trades for a new Fendt, it often means there's a good pre-owned Fendt available to some fortunate customer.

It that isn't enough good news, how about the fact that AGCO Finance is working with your Fendt dealer to offer finance rates as low as 0% for 18 months on qualified pre-owned Fendt tractors.

From day one, Fendt tractors have led the farm equipment industry with innovations and technology that only shows up years later on other tractor brands. So even a pre-owned Fendt gives you a technological advantage over most other tractors, including the new models from competitive brands. Consider, too, that many Fendt pre-owned tractors come with substantial warranty coverage that transfers to the new owner or comes with coverage arranged by your Fendt dealer. So be sure to check out the next best tractor in the industry ... next to a new Fendt, that is ... at your Fendt dealer today.

PRE-OWNED

FENDT





New Fendt 700 Models feature optional segmented windshield wiper with 180° and 300° wiping (standard on 800 and 900 Series).



Fendt's Fall Preview: Coming to a field near you

July 29, 2014 Farm Depot's
Fendt Field Day in Ionia, MI

PAGE ARTICLE

2 Meet "the Perfectionist" the new 700 Series

3 See you (and the Fendt 700s) at Farm Progress 2014!

- AGCO Theater "Follow the Seed"
- Fuse™ Technologies Pavilion | 20-ft observation deck
- AGCO Education Series: *Who's Watching Your Data?*; *Getting the Most out of your Tillage*; *Trash into Treasure*

4 Fendt – Fit for a King

5 Attend a Farm Show or Fendt Field Day near you

If you can't attend the famous Fendt Field Day in Wadenbrunn, new Fendt tractors are on a North American tour. See the list on page 5 or fendtfielddays.com.

6 Check out the first Fendt Field Day of the 2014 season

7 Special Fendt Financing Promotions

Watch your mailbox for information about upcoming Fendt new product releases and special financing programs.

