



## Fendt Tractors Are At Home On The Range

As a bonded livestock order buyer and owner of Holmes Livestock LTD, in Nanton, Alberta, Canada, Bill Holmes certainly knows about cattle. In fact, he can usually tell at a glance which animals have the potential to gain weight quickly and grade well at the slaughterhouse. He also operates a ranch and beef backgrounding business that adds weight to a number of those same cattle.

"I typically run about 1,500 head each year," he explains. "I usually buy them around January at around 600 pounds and then run them up to about 900 to 1,000 pounds, or to a point where they can be finished in the feedlot. I'll start them on hay and pellets and then put them out on pasture around May or as soon as the weather permits," he adds, noting that he has about 1,200 acres of pasture and 450 acres of dryland hay.

While he may be an expert on cattle, Holmes will be the first to admit he is still learning a few things about tractors ... especially since he purchased a Fendt Model 714 in April 2013.

"I've owned John Deere tractors for years," he admits. "But I wasn't real happy with the 30 Series," he adds, in reference to a model 7430 he owned at the time. "A neighbor with a Fendt told me I should look at one of those instead."

Holmes was so happy with the tractor, in fact, that he purchased a second one this past January. That's when Holmes traded the John Deere with only 800 hours for a Fendt 718.

"The salesman sure did his job," he comments, "He had asked, 'If you got another Fendt, which one would it be?'. I told him I'd probably want one with a little more horsepower. Well, he called me a few months later and said, 'Your tractor is in.' I hadn't really planned to buy another one that soon, but he gave me too good of a deal to turn down. I can't say I've been disappointed. Fendt builds an outstanding tractor," he adds, noting that both models are equipped with loaders.

Holmes says he uses both tractors to feed or haul hay. Otherwise, one is usually attached to a bale processor, while the other is attached to a feed wagon that distributes pellets and grain.



"I also use one of them on a 12-foot Hesston disc mower, while the other one is hooked to a Massey Ferguson round baler," he says. "Being 53 years old, I was a little concerned about all the technology on the Fendt tractors, but the mechanic at Agriterria Equipment made it really easy to understand and apply."

As an example, Holmes says he sets the cruise control speeds on his baler tractor for about 5 miles per hour in forward and 0.1 miles per hour in reverse. To start baling, he simply activates the forward cruise speed. When the bale is finished, he then activates the reverse cruise, which stops forward motion and slowly backs the tractor a few feet while the bale is wrapping. By the time the bale is wrapped, the machine is at a point the bale can be ejected, and he pushes the button for the forward cruise speed. It's that easy.

"People try to tell you that a Fendt tractor costs a lot more money," he says. "But I actually think they cost less in the long run, by the time you add all the features that Fendt includes as standard equipment," he concludes. "I never had the IVT on my John Deere tractors, so there's a few thousand dollars right there. Plus, I think the Fendts use a third less fuel than the John Deere did, and that adds up pretty quickly."

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*Bill Holmes  
Holmes Livestock LTD  
Nanton, Alberta, CA*





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– Bill Levers  
Sales Manager, McFarlanes'

## Fendt Dealers And Customers Enjoy Trip To Germany ... Despite the Challenges

The weather was far from being cooperative prior to the Wadenbrunn Fendt Field Day, held this past August 27th near Würzburg, Germany. Following rain that fell most of the previous night, the morning started out cool and wet. However, that didn't stop approximately 62,000 people from showing up at the "world's largest outdoor agricultural exhibition held by a single company". All total, more than 31 countries were represented by the crowd of attendees.

That included a delegation of 19 Fendt dealers and customers from the U.S. and Canada. Among them were Robb Vanderloop and his wife, from Vanderloop Equipment Inc., another Vanderloop salesman and his wife, and four customers from the company's three locations in Brillion, Lena and Marathon, Wisconsin.

"Despite the weather, it was a very impressive event," Vanderloop relates. "They did hold some field demonstrations, but it was just hard to get around with all the mud."

Still, most of the Vanderloop group enjoyed the trip – especially those who had never been to Germany before.

"This was an amazing opportunity for our key dealers to reward current customers for their business, as well as promote the Fendt brand and factory to conquest customers," says Ash Alt, AGCO tactical marketing manager.

Approximately 62,000 people from more than 31 countries showed up for the Wadenbrunn Fendt Field Days, despite the weather. Included in the crowd (top photo) were a group of 19 Fendt dealers, customers and spouses from the U.S. and Canada.

"Unfortunately, the Fendt factory was shut down for their 'holiday', but everyone did get a chance to walk through it, even though the lines weren't moving," Vanderloop relates. "For me personally, it actually turned out to be more interesting, because I've seen it running. It gave me a chance to get a closer look at things and to hear about the different processes, since there wasn't any noise in the background."

For Bill Levers, sales manager for McFarlanes' in Sauk City, Wisconsin, the VIP event held the night before the show was the highlight of the Fendt Field Days itself. Levers says he also enjoyed all the static displays and the vendor booths on the show grounds.

Accompanying him was a relatively new customer who currently owns one Fendt tractor and 11 John Deere tractors — which Levers is diligently trying to replace with Fendt models.

Left: The "green wave" of Fendt tractors makes its way towards the crowds as they eagerly await the first glimpse of the new products. Below: One of the special events included touring the Linderhof Palace and the enchanting grounds that belonged to King Ludwig II.



Photo courtesy Sue Vanderloop



Like Vanderloop, Levers lamented the fact that the factory was inactive at the time of their visit and that the Fendt Field Days was bathed in mud. Nevertheless, he revealed that both he and his customer enjoyed the trip.

"One of the enjoyable aspects of the trip was the interaction between the North American Fendt customers and the discussions they were having about technology adoption, crop rotation, dealer support, etc.," Alt adds. "We also had the opportunity to visit a local farm and discuss some of the challenges that they face when growing, harvesting, and marketing crops."

"The one thing that was impressive, though, and that made an impression on my customer was the number of Fendt tractors we saw while riding through the country from one place to the next," Levers concludes. "Granted, Fendt tractors are built there, but you saw them everywhere. There was no doubt that Fendt is the most popular brand in the country."

The crowd cheered wildly at the dealer preview event for the highly anticipated world premier of the new Fendt 1000 Series.



The crowds were gathered all day just to get a first glimpse and take a picture of the new Fendt 1000 Series



Key Fendt sales and marketing staff met with the North American group while at the factory in Marktobendorf to highlight the new features and benefits that Fendt showcased at Wadenbrunn.



The Fendt Dealer/Customer Trip to Germany included more than the Fendt Field Days and the Fendt factory tour. The itinerary also included time for shopping, sightseeing, farm visits and relaxation, as well as special tours of castles, gardens, and historic landmarks that provided a unique opportunity to experience the county and its culture.





## Fendt Excitement Moves South

*“The most popular thing, though, was the owners panel that was held over the lunch break”  
– Shawn Skaggs, COO*

The fact that Fendt dealer support needs to expand beyond its stronghold in Eastern & Western Canada, and U.S. states around the Great Lakes, like Wisconsin and Ohio, has long been recognized at AGCO. A foremost example of growing Fendt dealer support is found at Livingston Machinery Company with four locations in Oklahoma and Texas

The team at Livingston Machinery Company in Chickasha, Oklahoma, certainly proved that when they held a Fendt Field Day on September 24. According to Chief Operating Officer Shawn Skaggs, there were at least 125 people registered at the event. However, Skaggs is sure they had closer to 150 attend the event for some portion of the day, including many who didn't register.

“We were really pleased with the attendance and the interest in Fendt tractors,” he says. “We’ve already sold at least four tractors as a result of the event and have two or three more pending. In fact, the most recent customer who bought a Fendt tractor because of the Field Days also bought a Hesston by Massey Ferguson 2956A round baler and a piece of Sunflower tillage equipment,” he adds, noting that AGCO brand hay and tillage equipment was also demonstrated.

“A lot of people really enjoyed the loader competition, which called for them to use a Fendt 700 Series tractor and loader to load big square bales onto a trailer, then unload them as part of a timed event,” Skaggs, continues. “Others just enjoyed having the chance to test drive a Fendt.

“The most popular thing, though, was the owners panel that was held over the lunch break,” he adds. “We had a group of current Fendt owners talk about their tractors and take questions from the crowd. They weren't trying to sell anything, so their comments really seemed to carry a lot of weight with potential customers. Overall, we couldn't have asked for a better day.”



A show attendee moves hay in the loader competition as other customers watch the stopwatch and the smooth, fast operation of the hydraulics.



The Fendt owners' panel answers questions from the crowd of interested farmers over the lunch hour.



(Above) The LMC Fendt Field Day team of service technicians, sales personnel and parts and administrative staff. (Below) Current and potential Fendt owners check out a row of owners' tractors that were brought in for the owner's parade.





Photos courtesy McFarlanes'

## McFarlanes' Fendt Field Day

According to Bill Levers, sales manager at McFarlanes' in Sauk City, Wisconsin, it appears that weather had some impact on the Fendt Field Days the company held on October 8. However it's not in the way one might think. Except for the wind, the weather on that Wednesday was nearly perfect.

"Unfortunately, it had rained over the weekend and harvest had already been delayed because of the weather," Levers explains. "So when it finally dried out enough to get back in the field, a number of farmers changed their plans."

Still, Levers reports that it was a good day in that they served lunch to about 65 farmers and garnered a lot of attention for Fendt products.

"We have had McFarlanes' Tillage Days in the past, but this is the first time we've been able to tie a Fendt Field Day in with the event," he explains. "Consequently, we had several Fendt tractors hooked to tillage equipment for demonstration, including a Sunflower disc-ripper. But even more popular was a Fendt 718 equipped with a loader that customers could use to load and unload bales."

"A lot of our customers still have dairies and livestock, so we have a pretty good market in this area for a tractor in that horsepower class," he continues. "We had a couple of customers attend, too, who were brand new and had not driven a Fendt before; and they were quite impressed."

"While the crowd might have been lower than normal, the people who did show up were definitely interested in the equipment."



McFarlanes' combined their traditional Tillage Days with a Fendt Field Day to illustrate the features of both.



As with most Fendt Field Days, attendees were given a chance to experience the performance of a Fendt tractor and loader.



## Records Were Meant To Be Broken

If there was a prize for the most customer-owned Fendt tractors at a Fendt Field Day, Pentagon Farm Centre, which has stores in Lacombe, Millet, Red Deer and Westlock, Alberta, would certainly win the prize. When the company held their Fendt Field Days at Lacombe this past October 17, the company had a total of 77 Fendt tractors in the parade and two more on display, setting a record of 79 Fendt tractors in a field at one time.

“It was truly a great Fendt Field Day,” says Brian Williams, sales manager for Pentagon. “We had around 500 people in attendance and a lot of interest. We figured too, that about 15 percent of all the Fendt tractors we’ve sold were brought in for the parade, which shows the kind of pride our customers have in Fendt.”

“Since that day, we’ve already sold four new Fendt tractors,” Williams continues. “Three of those involved the trade of a John Deere tractor as part of the deal, including two 714 models that were sold to one customer. The other was to a current Fendt owner who traded in a 1998 Fendt 920 on a new Model 822.”

In addition to demonstrating Fendt tractors on Sunflower tillage equipment, Pentagon also offered attendees a chance to use a 700 Series tractor equipped with a loader to pick up and move round bales. One of the most unique demonstrations, though, involved a customer’s Model 930 Fendt tractor with the reverse station option, which had been customized for forestry operation. Equipped with a rear 3-point-hitch-mounted tree mulcher, it was actually used to fell and process a tree on the property — easily demonstrating the versatility of Fendt tractors to handle almost any task.

“It was a very enjoyable day for both us and our customers,” Williams concludes. “We look forward to doing it again.”



Fendt owner tractors, each carrying a Canadian flag, are lined up after the parade (above). A Fendt 930, owned by Hillbilly Tree Mulching LTD, demonstrates what a reverse-station Fendt and an FAE tree mulcher can do in the bush (below). To see more photos, go to [www.pentagonfarm.com](http://www.pentagonfarm.com).



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## Fendt Takes Visibility To A New Level

As valuable as satellite-assisted steering systems like the Fendt VarioGuide option have become, visibility is still an extremely important factor in tractor design. Even if the operator no longer has to guide the tractor through the field, productivity can still be affected by an obstructed view.

Fortunately, Fendt is once again on the leading edge in the industry with a wide array of features that affect and improve the operator's view of the field and attached implements. It starts with the roomy cab that puts visibility on an equal level with comfort.

The VisioPlus cab on the Fendt 700 Series is already unlike any other in the industry. With nearly 17 square feet of front window glass and a new curved front windshield, the VisioPlus cab offers almost triple the upward angle of sight, while providing ideal downward visibility to the front wheels or ahead to a loader. In the meantime, the x5 cab found on the Fendt 800 and 900 Series tractors features nearly 60 square feet of glass for an unobstructed view in every direction.

But that's just the beginning of Fendt's unique features that enhance visibility. Consider some of the other standard and optional features that improve the operator's perspective.

- **Large external mirrors provide a clear view** of large implements for safety on the road and improved productivity in the field. Add the *wide-angle option* and/or *heated mirror* and *remote control option* for even more convenience and visibility.
- **A rear window washer/wiper system** is optional on all models to handle rain, snow, mud or dust.
- **Sun protection roller blind** that extends the full width of the windshield.
- **A panoramic windshield and a new panoramic window** on the right side of the cab improve visibility of the field and implements.

- New for 2014, Fendt tractors feature an **exclusive windshield wiper system** that offers both 180-degree and 300-degree wiping fields on the heated, laminated, windshield. Washer jets in the wiper arms further add to the cleaning capacity.
- **Up to two cameras** can be connected to the Varioterminal 10.4-B for display in full-screen or quarter-screen formats. Cameras can be mounted to improve visibility behind implements, monitor implement functions, eliminate the need to look back at an implement or to improve safety through the elimination of blind spots. The possibilities are endless.
- **A totally new headlight and lighting package** provides outstanding illumination for work days that run into the night. The new lights include low/high beam Bi-LED lights in the grille and xenon lights on the A column and on the cab roof. Rear lights include LED rear lights, Xenon working lights on the fenders and rear working lights integrated into the roof. In addition, the system facilitates headlamp leveling for precise control of illumination on the road or in the field.
- **The cab entrance steps are illuminated** for safe entering and exiting in the dark. Plus, the lighting package includes delayed shutdown to light your exit path





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## *Lock In A Low Rate Before December 31, 2014*

If you've been considering the economy and performance built into Fendt tractors, now is the time to act. Fendt 700, 800 and 900 Series tractors that are pre-sold prior to December 31, 2014, are eligible for great financing at 0% interest for 36 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 December 31 for lease finance offers of 0% for 36 months.

Contact your participating Fendt dealer for more details. But don't delay!

\*On select models with approved credit from AGCO Finance LLC. Down payment required. Contact your participating dealer for more details. Offer expires December 31, 2014 and may be subject to change without notice

## *Fendt in the Field: 2015 Event Calendar*

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

Manitoba Ag Days  
January 20-22  
Brandon, Manitoba, Canada

S.I.M.A.Q. Quebec City Farm Show  
January 29-31  
Quebec City QC, Canada

National Farm Machinery Show  
February 11-14  
Louisville, Kentucky

Farm Progress Show  
September 1-3  
Decatur Illinois

Expo Champs  
September 1-3  
Saint-Liborie

Canada's Outdoor Show  
September 15-17  
Woodstock, Ontario, Canada

Big Iron  
September 15-17  
West Fargo, North Dakota

Ohio Farm Science Review  
September 22-24  
London, Ohio

Agritechnica  
September 10-14  
Hannover, Germany

Agri-Trade Expo  
November 11-14  
Red Deer, Alberta, Canada