

FENDT

FOCUS



Test the best –
the Fendt 800 and 900 Vario
under scrutiny

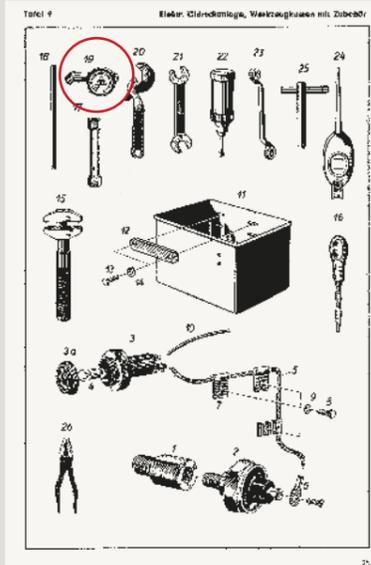
Grassland expert Alfons Göbel
explains what is important

Fendt Down Under –
en route in Australia with Fendt

FROM THE FENDT ARCHIVES: TYRE PRESSURE GAUGE

The right air pressure has always been a topic at Fendt. Today we offer the integrated tyre pressure regulation system VarioGrip for our high-horsepower tractors – find out more on page 8.

However, the Dieselross ranges already had a tyre pressure gauge as standard in the 1950's. It is shown here as item 19 in the toolbox accessories.



Today operators can set the right tyre pressure from the comfort of the cab using the terminal. Back then, operators had to make adjustments directly on the tyre. What has remained the same: the bar specifications are determined by the ground. The vintage tyre pressure gauge is marked with the positions "FIELD" and "ROAD".

NOTHING IS SHARPER THAN A KATANA.
VISIT OUR VIRTUAL FORAGE HARVESTER INFO TOUR AT WWW.FENDT-KATANA.COM



Peter-Josef Paffen at the big Fendt Field Day in Wadenbrunn, August 2014.

Dear Readers,

A strenuous, but also very exciting, year lies behind us. And to be honest, one often prizes the successes for which one had to fight the hardest, the most.

This year, you, but also we at Fendt worked really hard. We brought the new Fendt 300 Vario and Fendt 700 Vario series onto the markets and presented the Fendt 1000 Vario to the public. Our Fendt 800 and Fendt 900 Vario tractors had to prove themselves in operation this year. Both of them have passed with flying colours, as you can read on page 6.

Your trust is also
our obligation in 2015

For many European agricultural markets, 2014 was not an easy year. We also felt this impact on the agricultural equipment market. But thanks to exceptional machines and outstanding customer support, we were even able to expand our market shares in all power segments.

Your trust is also our obligation in 2015, to continue to invest in technical innovations and quality. That is not always easy, but you know: hard-won successes leave clear tracks.

I wish you and your family a wonderful holiday season and a successful start into the New Year.

Yours sincerely,

Peter-Josef Paffen
Vice President and Managing Director Fendt
Chairman of the AGCO/Fendt Management Board

Contents

COVER STORY

- > 6 Test the best – the Fendt 800 and Fendt 900 Vario under scrutiny

INTERVIEW

- > 12 Interview with Volker Schröder, Managing Director of Schröder Landmaschinen

WADENBRUNN 2014

- > 18 The new 1000er with massive power – Impressions from the Fendt Field Day 2014



6



18



44



34



28

FENDT WOMEN

- > 20 "Hello Mrs Hill, gentlemen!"
A portrait of the branch manager of the RWZ agricultural machinery centre in Alsfeld

FENDT INTERNATIONAL

- > 24 Alpine Vario in the highest village in Europe
- > 28 Fendt Down Under – En route with Fendt in Australia
- > 38 Power contest in the arena – Total Agri Beachpull in the Netherlands
- > 44 Safety first on the Porsche race track

FENDT REPORTS

- > 34 Stiftung Liebenau – Home for special people
- > 42 Rife with power – A portrait of Luxembourg's biggest contracting company
- > 46 As dense as an English lawn – Grassland expert Alfons Göbel explains what it takes

FENDT NEWS

- > 26 Anniversary³ – 20 years Poland, 50 years Switzerland, 60 years Luxembourg
- > 50 Fendt tractor receives a silver medal in Russia
- > 50 Important trade show dates 2015
- > 51 Move from Belgium to Southern France with a Fendt tractor
- > 51 Fendt Katana on tour through Europe and online

IMPRINT

Publisher:
AGCO GmbH, Johann-Georg-Fendt-Straße 4, 87616 Marktoberdorf
Fendt Marketing, Press Officer Sepp Nuscheler
E-Mail: pressestelle.fendt@AGCOcorp.com

Chief Editors:
Sepp Nuscheler, Manja Morawitz

Authors:
Manja Morawitz, Bettina Karl, Jörn Gläser, Ursula Brenner, Imken Krohn

Photographers:
Brigitte Huber, Bettina Karl, Andreas Mohr

Design/Graphics:
Martina Böck, Lorenz Löbermann, Monika Niedermaier

Caricature:
Paulo Calleri

Fendt FOCUS is a magazine for customers, sales partners and those interested in the Fendt brand.

Test the best – Fendt 800 and 900 Vario under scrutiny

About a year ago, you were able to take a first look at the new Fendt 800 Vario and Fendt 900 Vario models at the Agritechnica. In 2014, the new series had to prove themselves in independent tests and, of course, in the field. Read what scientists, engineers, agricultural journalists and farmers have to say in this report about the high-horsepower tractors after a year of practical operation.

“There are machines from the new 800 Vario and 900 Vario series on the field, which already have several thousand hours of operation behind them,” explains Johannes Kapfer, Head of Prototype Vehicle Testing. How is that possible? The first tractors were already delivered in the early summer of 2014. “Those are naturally test machines from construction stage 2, which we keep running for long-term testing. We look for extra tough farming operations for these field tests,” explains Kapfer. He and Max Ott, head of the team for agricultural machinery testing, and their staff are responsible for all the test tractors at Fendt. There is no construction stage that would go into series production without professional testing in the laboratory and the field. “To give you an example: in construction stage 1, we used aluminium pistons in the engine of the new 900 Vario. In construction stage 2, we already switched over to

New machines in extra tough operations

steel pistons,” says Johannes Kapfer, explaining only one of the further developments. “This naturally completely changed the heat management, as well as the values for the cooling capacity and exhaust. But performance, stability and longevity are subjects at Fendt, where we do not make any compromises.” Another example for technical development in the test phases is the common rail system. In construction stage 2, we changed the number of high-pres-



Fendt 800 Vario: The self-levelling front axle suspension ensures excellent ride comfort.



Fendt 939 Vario: With flexible ballasting, it becomes an 18-tonne draught tractor.





Fendt 800 Vario with SectionControl: section control via fully automatic GPS signal.

sure injection pumps from two to three – on the one hand, to increase performance, on the other, to lower the load on the individual injection pumps to increase their lifetime. Another result of the research and test phases was the further development of the overall characteristics of the six-cylinder Deutz engine. “The biggest change over the previous machines is the double-charging with twice the cooling capacity. Instead of one turbocharger, there are now two. The performance is clearly better – and that was the biggest feedback we got from test drivers as well as customers. The 900 Vario is now livelier,” says Johannes Kapfer.

Optimising the longevity of the entire drive train, including the engine and transmission, boosting performance, as well as increasing operator comfort were our goals in developing the new 800 and 900 Vario series. Compliance with Tier 4 Final emissions was obligatory, of course. “The goal: customers should not really notice any change. After all, they did not want the new emissions legislation. Our job is to implement it and still give customers a tractor

TRACTOR DEVELOPMENT CYCLE AT FENDT

- **Mock-up:** first, non-driveable prototype for evaluating the concept
- **Construction stage 1:** Prototype for basic findings
- **Construction stage 2:** generally takes place twelve months later; incorporates newly gained findings
- **Pilot series:** Findings from construction stage 2 have been implemented; the actual change from the prototype stage to series status of all complete parts and manufacturing processes



Lowering the tyre pressure with VarioGrip provides more pulling power.

that is just as robust and efficient as the previous ones,” says Kapfer, explaining the challenge. “Our intention is to comply with the new emissions standard and still create an added value for our customers. That way customers notice that the performance values have improved and the fuel consumption is just as good as that of its predecessor, which was the best in its class with 240 g/kWh in the neutral DLG PowerMix test. And despite all of this, the vehicle must be ergonomic and provide excellent visibility. Compact and manoeuvrable – those are our priorities,” adds Max Ott.

Beneficial for the ground and wallet: VarioGrip

Another technical highlight in the new Fendt 800 Vario and Fendt 900 Vario is the fully integrated tyre pressure regulation system VarioGrip. “Here the devil is in the details,” explains Kapfer. “If you had an idea of all the places we had to lead the air channels, then you could imagine that this was no easy task. Customers only see the VarioGrip sign plate on the rims and the setting options on the monitor. They don’t see anything else: no ugly protruding hoses and no assemblies built up around the outside, which are in danger of being ripped off.”

But what does the optionally available VarioGrip provide? When does the integrated tyre pressure regulation system pay off? In August 2014, Prof. Dr Ludwig Volk and his team at the South Westphalia University of Applied Sciences (agricultural economy Soest) tested the Fendt tyre pressure regulation system. For a whole week, they took the new Fendt 828 Vario on various test drives and analysed its performance in terms of the diesel consumption, area coverage, slip and speed as well as the efficiency of VarioGrip in the field and on the road. In the first part of the measurements, the tractor was driven on the road once

with a loaded and then an empty Krampe tipper, each was measured at 1.5 bar, 1.8 bar and 2.4 bar air pressure. In the second part, a cultivator was pulled (Köckerling Vario, true working width 4.70 m, working depth 16 cm) with varying tyre pressures of 1.8 bar, 1.3 bar and 0.8 bar. The measured data and the scientific evaluation clearly showed: adapting tyre pressure in the field means

- up to 10 percent more pulling power
- up to 8 percent savings in fuel
- up to 8 percent more area coverage
- less soil compaction

In addition to improving soil fertility, VarioGrip also saves cash. “The cost benefit from VarioGrip with a trailed cultivator is approx. 10 Euros per tractor hour,” according to Prof. Dr Ludwig Volk’s calculations. Head of the team, Max Ott, performed the first tests with VarioGrip and reports similarly good experiences. “We visited customers, who had tractors with a retrofitted system. After testing, these customers gave us clearly positive feedback for our VarioGrip system. This even led one big contractor in the Emsland to want to buy our test tractor on the spot. While it was still being tested!”

Press commentary and the new PowerMix test

The German author Karl Ferdinand Gutzkow (1811–1878) once wrote: “Journalists are the midwives and grave diggers of the times.” Regarding agricultural journalists this means that with their test reports and tractor tests, they can help a new series survive or cause it to decline. For this reason, the current and thoroughly positive articles on the new Fendt 800 Vario and Fendt 900 Vario are recognition for the updated machines – beyond the mandatory compliance with the new emissions stage.



Fendt 900 Vario: livelier through the new six-cylinder engine with double charging.

DLZ AGRARMAGAZIN TESTED THE FENDT 936 VARIO IN THE FIELD (26 NOVEMBER 2014):

- **Engine:** The excellent fuel-efficiency and good performance values of the 7.75-l Deutz engine are convincing in the Tier 4 i version.
- **Ride comfort:** The cab with the 3-point suspension, in conjunction with the front axle suspension and the air-sprung seat, ensures relaxed driving. The cab is pleasantly quiet. The new bonded front window with laminated glass in the current model permits a wiper radius of 180° or 300°. The independent wheel suspension for the front wheels with the double wishbone axle in conjunction with the cab suspension ensures excellent ride comfort. The FSC stability control locks the swing compensation between the left and the right side at speeds above 20 km/h, which decreases the rolling movement of the tractor in the curves. The vehicle stays in the track better.
- **Lift capacity and hydraulics:** A maximum lift capacity of 118 kN at the rear and 55.8 kN in the front, leaves nothing to be desired. The new park position for the lifting struts protects the drive shaft and trailer drawbar. An oil delivery capacity of 152 l or upon request 205 l, is excellent. Up to eight control units with a flow volume of 100 l/min are possible.
- **Controls:** The Vario can be ergonomically controlled. The armrest is well structured. In the current model, the 10.4 inch terminal has been fitted with a glass monitor, like a smartphone. In addition to new documentation and guidance, a telemetry solution has now been added to the terminal. SectionControl also supports the ISOBUS-capable terminal in the current model.

PROFI MAGAZINE TESTED THE NEW

FENDT 828 VARIO (1 DECEMBER 2014):

- **Transmission TMS automatic maximum output control:** On the subject of competition: In terms of actuation and control modes – Fendt calls it automatic maximum output control 2.0 – there is still no competitor that can match the Vario transmission, whether on the road or in the field.
- **Hydraulics:** With a lift capacity of 8 t over the full lifting height and an oil delivery volume of 207 l/min (with the optionally available large axial piston pump), nothing is left to be desired. Especially since the 800er has front linkage with load relief control and the fourth valve at the rear can deliver up to 140 l/min, e.g. to be able to tip a dumper even faster – excellent!
- **Headland management TeachIn:** On the subject of TeachIn: We don't need to talk about the functionality and operations here, we haven't seen anything better!
- **Controls:** The joystick is still exemplary, the new terminal has a glass surface and LED backlighting.
- **Tyre pressure regulation system:** There are no protruding pipes (width!) and the whole thing can be conveniently operated in the Varioterminal with two programmable air pressures for each axle – excellent!
- **Engine performance:** While the previous model was specified with a rated power output of 260 hp and a 20 hp power bulge, the power curve is now straight in the upper engine speed range – thanks to the twin turbos. Fendt was able to maintain nearly the same low diesel consumption, even with the stricter emissions standard. 237 g/kWh at rated engine speed and only 223 g/kWh at maximum power are excellent. Especially in light of the fact that the AdBlue consumption, with less than 10 g/kWh, is only half as much as in the previous model.

Furthermore, profi just recently tested the Fendt 828 Vario in the PowerMix test at the DLG testing centre in Groß-Umstadt:

"The new 828 also sets the benchmark in the DLG PowerMix: 248 g/kWh (+14 g/kWh AdBlue) are in total even better than the 246 g/kWh (+22.5 g/kWh AdBlue) for the III B machine – and it consumed over 15 percent less than the average," praised the magazine for professional agricultural machinery. That makes the Fendt 828 Vario a true fuel saver. And that the Fendt is a transport expert is not only apparent in the optionally available 60 km/h top speed. At 40 km/h, the consumption is also almost 20 percent below the average of all previously measured tractors.



FENDT 939 VARIO

**Benjamin Enslein, 35,
contractor from Grub, Bavaria**

Benjamin Enslein inherited his love of farming from his grandfather. He was also the one that lay down the foundation of the Enslein contracting business by buying its first Fendt 716 Vario in 2005. Since then, the contracting company has grown and now has three permanent employees as well as seasonal workers. Enslein has been driving a new Fendt 939 Vario since mid-August. It has been in operation about 340 hours since then. "We mainly wanted the new 939 Vario for the chopper. However, we also need a machine that we can use as an all-rounder with a lot of horsepower and a low in weight. In addition to the chopper, we also use the 900 Vario with a mower and a Tridem tipper. Our first experiences show: fuel consumption has gone down far in comparison to the other tractors. That makes the value of the tractor even more apparent. Up to a quarter of the consumption per working hour less with the chopper – that pays off!" The agricultural engineer is also a shrewd money-manager. "We look at the purchase price of the tractor, assume a service life of five to six years – that is the longest they stay in our business. The tractors are in operation 700 to 1,000 hours a year. After five years we draw a balance: How high were the maintenance costs? Did it break down? And we use this information to decide if we should buy a tractor again. We have always had a positive balance with Fendt after five or six years."



FENDT 828 VARIO

Johannes Graf, 22, operator, Regenstauf, Bavaria

"We have had an 828 Vario since July 2014 and it has been in operation for approx. 380 hours up to now. We use it for various operations, such as mowing grass with a butterfly mower, pulling a Horsch Tiger cultivator as well as transporting cereals and maize. I noticed that it is very quiet and has very stable on-road driving performance. The VarioGrip tyre pressure regulation system allows the tractor to transfer full power to the ground, especially important when working with cultivators, and reduces damage to the turf when mowing the pasture. When going from the field to the road, I pump up the tyre pressure while I'm driving."

FENDT 936 VARIO

**Jörg Henke, 46,
contractor from Wagenfeld, Lower Saxony**



The agricultural contracting company Jörg Henke was founded more than 40 years ago. It started as a threshing service provider. In the meantime, the company specialises in all kinds of farming services. The work begins in the spring, with spreading slurry, and ends in the autumn, with maize harvesting.

Jörg Henke's staff tested the new 936 Vario for six weeks exclusively for Fendt. During this time period, the Fendt was operated about 80 percent of the time with a slurry tank, with equal time spent on the road and in the field. Furthermore, the Fendt pulled a five-metre wide Karat cultivator, which worked the soil up to a depth of 25 cm. Overall, the Fendt was in operation for about 300 hours. There are various models from the Fendt 900 series being used in the contracting business. In light of this, Jörg Henke says: "This Fendt does not consume more fuel than the tractors from the previous series." The Fendt proved itself in the real-life test. "In terms of ride comfort, the tractor has become quieter," says Jörg Henke.



"The double turbocharger technology makes the Fendt very lively. It has more low-end power than the old tractor," say the employees, in regard to their driving experience. "I can imagine that the tractor consumes less fuel, because you are not tempted to floor the gas pedal, because the machine has plenty of low-end power and accelerates faster thanks to the two turbochargers," says contractor Jörg Henke. He places great value on user-friendliness and the compatibility of the tractor with all the other machines in the farmyard. "We like VarioGrip a lot," he says. "We used to have to retrofit our tractors with a tyre pressure regulation system."

FENDT 939 VARIO

**Stefan Nusser, 31, farmer and contractor,
Uttenweiler-Dentingen, Baden-Württemberg**



Otto and Renate Nusser continue to manage the farm, which has been owned by the family for generations, with their three sons Stefan, Markus and Michael. From the beginnings to today, the farm has developed into a modern farming enterprise. First the biogas facility in Dentingen was built in 2001, starting with 80 kW electrical power, today it has 500 kW. In 2008, the biogas facility in Dürmentingen went into operation, district heating was added in the following years. The facility produces 1,000 kWh of elec-

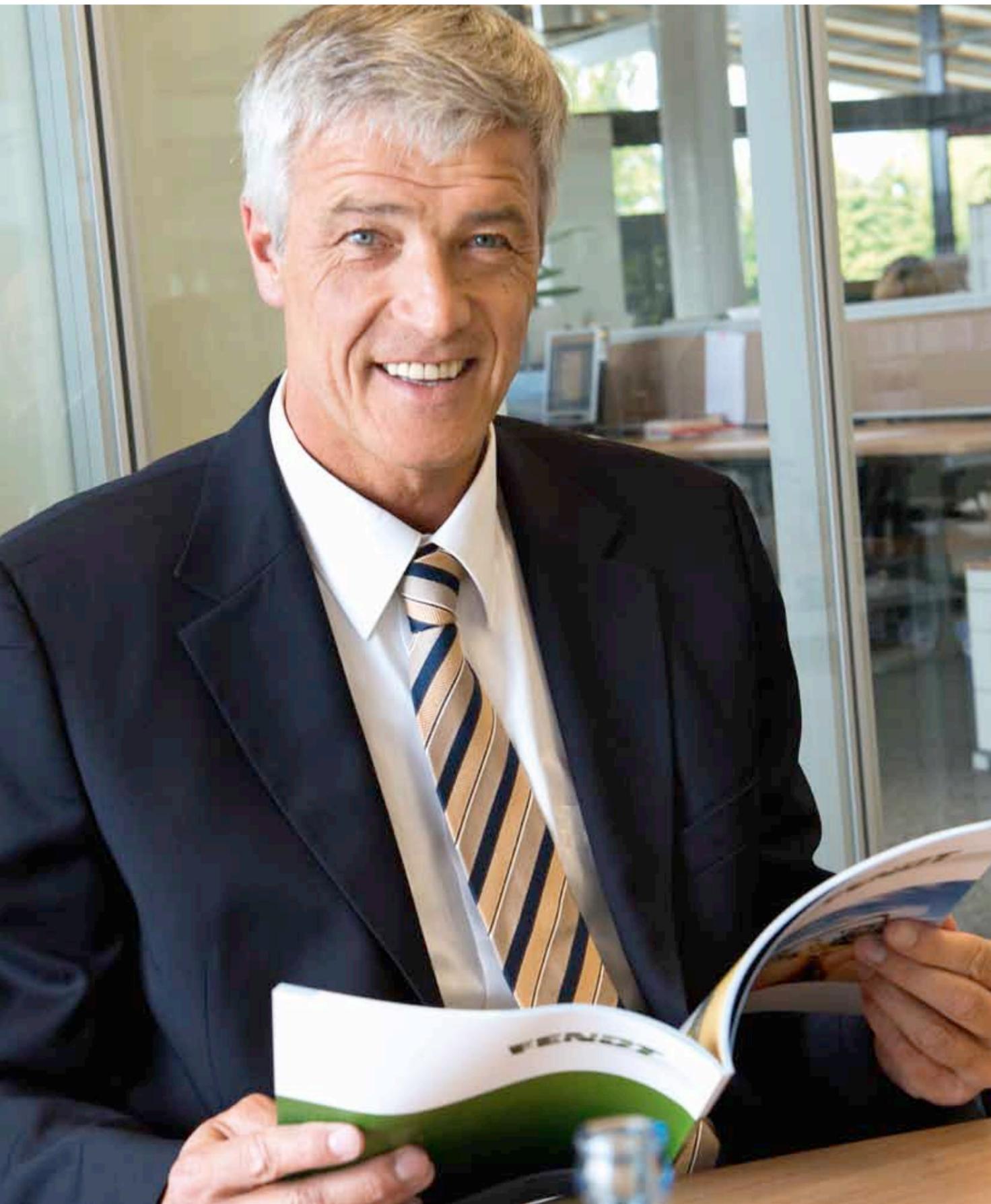
tricity per hour and about the same amount of heat. Some 2,000 households can be supplied with the electricity it generates. In 2009, a photovoltaic system was installed on the roof of the machinery shed, dairy stables and barn.

"Nusser Neue Energie" performs all work, such as sowing, ploughing or cultivating. Stefan Nusser is the owner of a Fendt 939 Vario with integral tyre pressure regulation system VarioGrip since July 2014. Since then, the new 900er has been in operation about 850 hours. "I see the biggest advantage of the new 900 Vario in the regulation of tyre pressure. The entire autumn was extremely wet here. All the cultivation work was really difficult. The tyre pressure regulation system really proved itself here."

Another strong source of income for Nusser is slurry and silage transport. "Since we also do a lot of driving on the road as contractors, we were able to adapt our new tractor quickly to suit our work. The integral air pressure control system works without a problem and has saved us quite a bit in fuel costs."

You will find more information at
www.fendt.tv





Off to new shores

Volker Schröder has been one of three managing directors in the family-run Schröder Landmaschinen enterprise since 1984. Together with his brothers Heiner and Bernd Schröder, he manages the international Schröder Group with more than 20 locations and over 600 employees in Germany and Europe. He studied economic sciences in Bremen. He lives in Wildeshausen with his family. In addition to his enthusiasm for agricultural machinery, he is also a declared football fan. A conversation about his favourite club and new sales avenues.



What began as a blacksmith's forge in Wildeshausen in 1810, is still a down-to-earth family-run business today – jointly managed by (from left) Bernd, Heiner and Volker Schröder.

Mr Schröder, your family-run business has been in existence for more than 200 years. What is the key to your success?

Bernd Heinrich Schröder started with a small blacksmith's forge 200 years ago. Things really took off in the 1950's with the mechanisation of farming in Germany: from horse to field tractor. We come from a humble background and have always provided services for agriculture. My father has a lot of stories to tell. For example, how he had to pick up the first tractors and machines himself, before they came with the railway. In the summer months, we work

straight through, there is no time off on Saturday or Sunday. The key to success was and is the commitment and diligence of our employees, so that customers are satisfied.

Schröder Landmaschinen is managed by you and your brothers Heiner and Bernd – how have you split up the work?

Heiner studied mechanical engineering in Hanover. His area of work includes ordering new machines, calculation and sales management. Heiner is also responsible for all construction measures. But as the boss, you are actually a

jack of all trades (laughs).

My brother Bernd studied economics in Münster and has training as an accountant. His area of responsibility is finances and human resources.

I come from financial accounting and switched to sales. I take care of the used machine business and also MEWI, our agricultural machinery business in Romania.

Generally we delegate a lot to our managers in the individual branches. We give them a lot of decision-making power, because our employees are closer to the customers and can therefore make better decisions on the local level.

Volker Schröder
grew up with Fendt tractors.

Schröder owns 95 fully equipped customer service vehicles. When things go awry, the mechanic comes with tools and the appropriate spare parts.



They not only supply farmers and contractors with machines in Northern Germany. They have also grown internationally.

For us, it is important that our branch offices have close contact with customers, that the customers like to come to us – that we listen to them, when they have problems. That is top priority. If customers are satisfied, they will come again, they might say to their neighbour: “You can go to Schröder, because they do a good job.” It is also important to me that our staff works that way, too. We also have the same philosophy for used machines and in export countries. We don’t say, the further away the machine is, the poorer it can be. It’s just the opposite: the further away, the less service there is and the better the machine must be. That is also how we came to Romania. We built up a good reputation there with used machines and the customers came back again and again. Now they also come for the new agricultural machinery.

New sales structures have been in place in Northern Germany since 1 July 2014. What impact does this have on customers?

Our task is to continue to offer the right products for our customers. And this, of course, is AGCO’s job, so that customers are satisfied with the machines. Because you can attain growth through satisfied customers. That is our goal!

What were the reasons that you decided for AGCO and Fendt and to collaborate with them partners?

After we were completely surprised by Claas’s termination of our collaboration, we were looking for a reliable partner. Fendt had demonstrated exactly this kind of reliability in the past. The company stood behind the decisions that were made. Furthermore, the colleagues at AGCO Deutschland GmbH are persons of trust that one has come to value over the years.

We have realigned ourselves since 1 July 2014: we have added new regions and branch offices, because the competition is tough. We have completely renovated our workshops in Völkersen, District Verden. Construction in Ahlerstedt in District Stade will be completed in December 2014; it will be our headquarters for the Elbe-Weser Triangle. The Twistringens branch office in District Diepholz has been substantially enlarged so we can expand our services there. Our new location in Leizen, in the western part of the Mecklenburg Lake District, will be completed at the beginning of 2015. In this way, we are ready for the future.

The best salespeople, the best services for customers – how do you do it?

Of course, one has to look at the CV of a new employee, but decisive is how the person comes across. At each job interview I hold, I ask myself: Would I buy from him or her? It is a gut feeling – at least for me it is. I follow the motto:



If you make a promise, you have to keep it. And then there is also a second one: For new customers, the first machine is sold by the salesperson, the second machine is sold by the workshop! That means that if the workshop functions well, customers gladly come back again. We have noticed that over the years: We are not the cheapest. Customers, however, see the overall package and therefore also that Schröder has more to offer than just good machinery.

What makes the customers in the North tick?

Most of our customers are tough, but fair, negotiating partners. In addition to a good price, the quality of the product as well as the service in the workshop and parts supply are decisive for them.



Many Schröder employees have been trained here, since Schröder also offers a training programme.



Volker Schröder looks calmly into the future:
The next generation for the
Schröder family enterprise is already ready to go.

**What do things look like at Schröder?
Will you continue to be a family-run
enterprise?**

We now already have the seventh generation here. My brother's oldest son is studying mechanical engineering right now and already joined the company in practice a long time ago. My daughter recently started working in the company and my son, who is studying industrial engineering in agri/horti-business in Osnabrück, is also interested. The next generation is ready to go. When I was 18 years old, I could not imagine working in our family business. My father was very clever, though. He first let us study what we wanted, and didn't put any pressure on us. It was only after we graduated that Heiner and I decided to join the company together. After we saw that our father hardly had any time to take holidays, we thought that if the two of us do it together, we might have a bit more time for ourselves later.

**Do you have any other interests
besides agricultural machinery?**

Werder Bremen is my football club. We Schröder brothers are regulars at the Weser stadium. Unfortunately, in the last season, and this one too, we haven't had much to laugh about. You Bavarians can laugh louder. I also play football

actively in our club. But, let me say it this way: with the really, really, old guys (laughs).

**Okay, you want Werder Bremen to
become the German champions. But
what do you want for 2015, business-
wise?**

I wish that our customers remain loyal to us and that we have the chance to present the new harvesting products to them in 2015. Our customers will surely like the combines as well as the Fendt Katana 65 and 85. I think mostly all of our customers will be very interested in the new Fendt 300 Vario. The good entry-level price of the new Power variant will surely perk the interest of drivers of competitor vehicles. Otherwise, the Fendt 700 Vario continues to be a very popular model.

Thank you for this interview.

**This interview was conducted by
Sepp Nuscheler and Manja Morawitz.**



SCHRÖDER LANDMASCHINEN

1810: Bernd Heinrich Schröder opens a blacksmith's shop in Wildeshausen, the headquarters of the Schröder Group.

1964: Acquisition of the Bley company in Cloppenburg, the Fendt representative for the region. Schröder sells the first Fendt tractor.

1983/84: Sons Heiner and Volker Schröder join the company.

1990: Three new companies are founded in Mecklenburg-West Pomerania (Penzlin) and Saxony-Anhalt (Kleinmangelsdorf and Langenweddingen).

1996: The first foreign branch office is founded in Romania: S. C. MEWI S.R.L., Orisoara.

2010: The Schröder Group celebrates its 200th anniversary.

2014: Off to new shores! The Schröder Group takes over the distribution of new AGCO products and begins with Fendt sales in the Elbe-Weser Triangle. The Schröder Group sells the 10,000th Fendt tractor. Another branch office is set up in Ahlerstedt in the Stade District.

Today, the Schröder Group is represented by 21 branch offices and over 600 employees on an area of more than 300,000 m².





The new 1000er with massive power

A day full of records and highlights: 62,000 visitors from more than 31 countries. More than 100 machines on nearly 100 ha, 65 of which were demonstrated in tough field operations. Numerous new products and updates, headlined by a world premiere: the world's biggest and strongest standard tractor, the Fendt 1000 Vario with up to 500 hp, was shown live in operation. Some 80 exhibitors on 20,000 m². Plenty of refreshments: 8,000 roasted chickens, 16,000 bratwursts and 24,000 litres of beer. And to top it off, a mega party with the cult band "Troglauer Buam". That was the Fendt - Saaten-Union Field Day Wadenbrunn 2014.

You will find more photos and information at www.fendt.tv



What everybody was waiting for: the opening of the Field Day with the legendary tractor parade.



New visitor record: despite continuous rain in the days before, farmers, contractors and technology enthusiasts crowded onto the Field Day grounds.



Tough field operations: there were numerous live demonstrations despite the wet soil.



Agricultural machinery everywhere: on nearly 100 ha.



Clearly the visitor attraction: the new Fendt 1000 Vario, the biggest and strongest standard tractor in the world.



The Innovations Show: three times a day, in the large arena with more than 2,100 seats, thousands of visitors received all the info about the new Fendt products.



46 new features: The new Fendt 700 Vario convinces with even more sophisticated technology.

“Hello Mrs Hill, gentlemen!”

She took over the management of the new, modern agricultural machinery centre two years ago. At the same time, she successfully managed the merger of two operating sites. And in January 2014, Helga Hill and “her” guys received the National Service Award from Agrartechnik magazine. The head of the Alsfeld office of the RWZ Agrartechnik Zentrum has three grown daughters. If asked what her biggest wish is, she has no answer.



Neither the usual search machines in the internet nor the recently updated navigation system in the car can find the address. The commercial zone in the “Obersten Elpersweide” right on the Autobahn A 5 is brand new. This can be a problem for those unfamiliar with the area. However, this is no obstacle for the customers of the Fendt distributors RWZ Agrartechnik Alsfeld. They know the way. And Helga Hill. The boss with her 22-person team is available for them day and night. “We have a really friendly relationship with many of our customers,” she says. The petite woman with short blond hair walks across the tidy yard of the modern business premises, past the brightly polished Fendt tractors and harvesters and into the large, modern sales and workshop building, where her office is located. From here, she can look into the workshop on the one side and, on the other, into the yard of the RWZ company grounds with a total area of 10,000 m².

40 years with the company

Helga Hill completed her training as a management assistant in wholesale and foreign trade 40 years ago at the former Bäuerlichen Hauptgenossenschaft (BHG, agricultural cooperative). At the beginning, she still had doubts, if this was the right career for her. “You can’t do this, you don’t want to do this – that is what I said at that time. I didn’t want to sit in an office all day!” she remembers, laughing about her first day at work. Certainly it is because she, as a farmer’s daughter, is down-to-earth that she completed her training after all and started working for the BHG, which would later become the Raiffeisen Hauptgenossenschaft (RHG) and in 1999 the Raiffeisen Waren-Zentrale Rhein-Main eG (RWZ). Step by step, the agile young woman took on more and more tasks in the office. Especially those things that had to do with numbers and invoicing and costs. She enjoyed that kind of work more and more. Some work areas also change. And as the company struc-

Sometimes the RWZ staff holds up their boss.



The RWZ Agrartechnik Alsfeld sells all four AGCO brands. (from left) Helga Hill, Branch Manager, Thomas Niggenaber, Service staff, Stefan Arnoldt Fendt factory representative, and Kurt Zinn, machine consultant, talk shop.

ture of the RWZ changed in 2006 and one person had to be responsible at each of the agricultural machinery branches, the management in Alsfeld did not have to stop and think long.

Grew up on a farm

She was born and raised on a farm in Ruhlkirchen, only 10 km away from Alsfeld, with three siblings. The small family-run farm cultivated farmland and held dairy cows, pigs and horses. Helga Hill basically grew up with an understanding of farming and animal husbandry. And that is very helpful when you work for and with farmers. She is very familiar with the small agricultural structures here in Upper Hesse and knows about the growing demands on high-tech agricultural machinery and the corresponding service.

Her work day begins around 8 o'clock in the morning. From her flat in Alsfeld, she usually drives to the Agrartechnik-Zentrum with her car, sometimes she cycles. To get an overview, Helga Hill first makes a "good-morning" round through the business. There are often already several things that need to be discussed. After all, farmers within a radius of about 40 km from Alsfeld are her customers. The multi-faceted tasks of the Agrartechnik-Zentrum are divided into the areas workshop, spare parts stock and sales. Helga Hill primarily takes care of the planning, ordering and processing of contracts herself. She sums up: in the past years there wasn't a day on which I didn't want to come to work.

A good working environment is important

"If there are no exceptional tasks waiting or emergencies occur, I have a regular work day and finish work at 5 pm," laughs the charismatic woman and affirms: "But the company is still always with me. Even when I'm at home". The nature-loving agricultural machinery boss often balances her work with long walks through the countryside. Even in the heart of winter. Her faithful companion is Zoe, a Jack Russell terrier, who is a part of the family and stayed when the kid's left the nest.

However, she is happiest when the whole family is together. For example, for the annual holidays with her daughters, who now live in Frankfurt on the Main and in Switzerland. "Then we have time to talk," she explains and goes from her office to the entrance gate of the RWZ grounds, where Markus Seipel has just arrived with one of the two RWZ Agrartechnik service vehicles. He is coming back from providing customers on-site servicing.

Team work is important to her in the Agrartechnik-Zentrum Alsfeld. "I try to decide most of the procedures together with my colleagues," comments the lively woman, and one immediately notices that a harmonious working environment is important to her. Not only a friendly and respectful manner amongst colleagues, but also joint celebrations and trips, for example to the AGCO combine harvesting factory in Italy, promote good cooperation and understanding.

"She sums up: in the past years, there wasn't a day on which I didn't want to come to work."

"You are always received by good-humoured staff here," comments Stefan Arnoldt, Fendt factory representative for this region, highlighting the alert, accommodating collaboration with the team in Alsfeld, who make many working processes easier for him.

Almost always the only woman

The new agricultural machinery centre of the Raiffeisen Waren-Zentrale Rhein-Main eG (RWZ) in Alsfeld opened in November 2012. Helga Hill worked towards this for ten years. Two agricultural machinery locations of the RWZ Rhein-Main were merged for this: Alsfeld and Lauterbach. Helga Hill already headed the old location in Alsfeld in the past years. Her tasks will grow in the new business. There are nearly twice as many employees. "In the old workshop, I always knew everything, for example, which farmer is in the workshop with which machine. That

Helga Hill, Branch Manager of the RWZ Agrartechnik Alsfeld at her desk.



Helga Hill with her Jack Russell terrier on a long walk through the meadows and fields.



Womanpower⁴: Helga Hill (right) and her daughters (from left) Christina, Janina and Stefanie.

Alpine Vario in the highest village in Europe

The slopes of the mountains above the tree line are soft green and criss-crossed with countless small streams. A cool wind carries the sound of cow bells over to the weathered houses that hug the steep slopes. The highest, year-round inhabited village in Europe is called Juf and lies in Switzerland. Richard Luzi and the Menn brothers live here with their families. At an altitude of 2,126 meters above sea level, the farmers rely fully on the technology of the Fendt Vario tractors.



Josef Kohler, dealer for the Landmaschinen AG in Zizers, demonstrates the Fendt on the slopes.

Dairy cows graze on the green alpine meadows; their milk is processed into butter and cheese. The farmers sell beef from the cattle. Most of the farms belong to the Natura Beef brand programme, which is distinguished by comprehensive husbandry and feeding conditions for near-natural meat production, respectful of the livestock. The outstanding quality of the beef requires the appropriate fodder technology and mature tractor engineering. For this reason, Richard Luzi decided to invest in a Fendt 211 Vario. Together with his family, he cultivates 40 hectares of steep pastures. Of these, 28 hec-

tares are cultivated meadows and 12 hectares are unfertilised rough meadows. The Fendt 211 Vario is a special help for the fodder production for the 24 mother cows. The grass on the meadows is cut with a front-mounted mower on the Fendt tractor. Equipped with a front loader, the tractor is usually used in combination with a round baler. In the winter, clearing snow with the Fendt is fantastic, according to Richard Luzi. The Fendt 211 Vario is a compact all-rounder, which is convincing in steep terrain,

The Fendt 211 Vario is a talented mountain climber

since the Vario transmission is always positively engaged. The machine is very gentle on the soil and boasts low fuel consumption. The suspension on the Fendt tractor protects his back. Thanks to the Vario technology, Richard Luzi can manage the multi-faceted work on his farm in the highest village in Europe with just one single tractor. The farm that belongs to the brothers Rino and Adolf Menn is embedded in green meadows. They also live in Juf with their families. Of the 47 hectares that they cultivate, some 15 hectares are rough pastures. The fodder for the Angus mother cow herd with 33 cows grows on this area. The two farmers were looking for a tractor suitable for their demanding terrain.



The Kohler Landmaschinen AG in Zizers is the local dealer, which helped them choose the right tractor by providing expert consultation. At the beginning, the Menn brothers were sceptical, because they were not sure if the machine would be able to handle all the jobs on their farm. What helped their decision was that they were able to try out the alpine Vario for themselves in a test drive in mountainous terrain. Both farmers were quickly convinced by the machine, after all, the Fendt 211 Vario is a talented mountain climber. In their farming operations, the Menns need the machine for the belt-type side rake and tedder spreader. Especially important for the

brothers, however, is the versatility offered by the front loader, for example, for stacking hay bales or clearing snow from the paths in the winter. The tractor is compact in size and very manoeuvrable. A well-designed chassis with front axle suspension and unique anti-roll control distinguishes the alpine Vario. Together with the continuously variable transmission and the powerful engine, this tractor is exactly the right thing for their farm. With a smile on their faces, Rino and Adolf Menn say: "Even after a year, it is still fun to drive the Fendt."

The alpine Varios in front of the impressive mountains in Juf, the highest year-round inhabited village in Europe.



Rino Menn, Adolf Menn, Josef Kohler (dealer for Landmaschinen AG in Zizers) and Richard Luzi in front of the new Fendt tractors.

ABOUT THE REGION

Juf belongs to the Swiss municipality of Avers, which lies in the canton of Graubünden. The main sources of income for this high-altitude region are farming and tourism. There are a few hotels, inns and restaurants, as well as a cross-country ski track and two ski lifts.

Additionally, 16 farms in the municipality of Avers cultivate mountain pastures up to an altitude of 2,400 m. In this high-altitude valley, about 80 percent keep mother cows, the other farmers breed and raise beef cattle.



Korbaneq headquarters in Tarnow Podgorne.

Anniversary³

Fendt and its sales partners – those are long-term partnerships. This year there are three anniversaries at Fendt. The 60th anniversary of the collaboration with the Fendt importers Agricom S.A. in Luxembourg and also the 50th anniversary of the successful collaboration with GVS Agrar AG in Switzerland. In Poland, the collaboration between Fendt and Korbaneq already goes back 20 years.

20 years Poland

The Korbaneq company has been active in the area of agricultural machinery in Poland for more than 25 years. The married couple began by trading spare parts for Polish agricultural machinery in 1989, the year the Berlin Wall fell. Later they traded with Polish tractors and then also with international brands. The official dealer contract with Fendt in Marktobendorf was closed in 1994 and within just a few years, the family-run businesses expanded its sales network so that more and more Polish farms could be supplied with Fendt machinery. The Fendt 800 Favorit series was a strong draught horse, which was very popular with large-scale farming enterprises. But also the Fendt Farmer 300, which was later built in the C-version and available today as a Vario, is found throughout Poland. Since Korbaneq started offering harvesting machinery in 2009, approx. 80 Fendt combines have been delivered to customers every year. The starting shot for the Katana was in

2014. To ensure that all machines on the market operate reliably, Korbaneq has built up a widespread service and spare parts network. The company has access to a centralised parts warehouse with more than 40,000 parts, which provides overnight delivery of the required parts to the six macro branches, dealers or service locations. Korbaneq celebrated two anniversaries in 2014: 25 years of Korbaneq and 20 years of collaboration with Fendt. To be well-prepared for the future, Korbaneq decided to open another branch in Swiete, near Szczecin, in the year of the Fendt anniversary. The branch office with sales, service and workshop, including a spare parts centre, encompasses a total area of 1,800 m², of which 680 m² are covered by buildings. Some 630 customers and guests came to the opening celebration in September. "It is important that we can supply these customers optimally here in the future," says Wolfgang Möhrer, Brand Manager for Fendt in Poland. "Short paths, fast service and competent support for the sales team in the region are the key for a successful future with Korbaneq and Fendt." To give this opening and also the 20th anniversary a visible sign, he presented the Korbaneq family with a large glass sign sporting a specially designed partnership logo. Wolfgang Möhrer: "A closed circle joins both partners, there is no end. With this, we are setting a clear sign for the successful collaboration in the past and a signal for our joint future."



Aerial photo of the new branch office in Swiete near Szczecin.



A glass sign sporting the Fendt and Korbaneq partnership logo is handed over to the Korbaneqs for the 20th anniversary.



50 years Switzerland

The GVS Agrar AG began working together with Fendt in 1964, when they imported their first Fendt tractor – a Farmer 2 – to Switzerland. The Swiss company GVS Agrar has been active in the agricultural machinery industry for more than 75 years. Adolf Gutzwiller founded the Agrar, Fabrik Landwirtschaftliche Maschinen AG in Wil (SG) in 1936. At the beginning, the small production site had seven employees and produced mainly horse-drawn grass tedders and hay rakes. From 1964 to 1970, both the private dealer Hilti and the GVS Agrar imported Fendt tractors to Switzerland. Thanks to great entrepreneurial spirit and continuously high quality, the company developed magnificently. 1970 Hermann Sieber becomes the new managing director of the GVS Agrar and one year later, the 1,000th Fendt tractor is already sold. During this time, the company built a new workshop including a spare parts warehouse. Finally, the GVS Agrar climbed up to become the general importer for all of Switzerland and the Principality of Liechtenstein in 1973. The dealer network in Eastern and Western Switzerland were expanded substantially and numerous branch of-

fices were opened. The success of the company became visible in 1974, when the 5 percent market share for Fendt tractors was reached in Switzerland. In 1976, Fendt was ahead of the times and the competition and brought the revolutionary high-horsepower tractor Favorit 622 LS with 211 hp and the Favorit 626 LS with 252 hp onto the market. The following new series, the Fendt 300 Farmer, set a new trend in Switzerland. Then in 2001, when the GVS Agrar AG was created through a fusion with the GVS, the agricultural cooperative Genossenschaftsverband Schaffhausen, the synergy effects that arose were used skillfully: agricultural machinery trade with machines from own their production as well as leading global manufacturers. In 2008, Ugo Tosoni took over the management of the GVS Group, which he continues successfully to this day. Up to the anniversary in 2014, the GVS Agrar imported 13,000 Fendt tractors into Switzerland. The 50th anniversary of the collaboration with Fendt was celebrated with a big festival in Brunnen on Lake Lucerne. To the next 50 years!



Photo top centre: Anniversary celebration in Brunnen on Lake Lucerne: fireworks above a ship with three Fendt tractors.

A festive gala dinner rounded out the event for the 50th anniversary of the collaboration between Fendt and the GVS Agrar AG.

Guests for the anniversary celebration of the GVS Agrar AG in front of a panorama of the Alps and Lake Lucerne.



60 years Luxembourg

The Fendt importer Agricom S.A. in Luxembourg is celebrating an anniversary this year: 60 years of Fendt in Luxembourg. Since Fendt was introduced in Luxembourg in 1954, some 2,200 Fendt tractors were delivered to farmers and contractors in Luxembourg by the Agricom S.A. and its predecessor Lehnen. Fendt has been one of the most-sold agricultural equipment brands in Luxembourg for many years. Today, Agricom offers the Fendt tractor line from 70 hp to 390 hp and also sells combines, forage harvesters and balers from the Fendt brand. The anniversary was already celebrated in March 2014 at an open house event. On this occasion, Agricom presented its company and the Fendt machinery to the general public. "In the name of the AGCO/Fendt management and all employees, we would like to congratulate our Fendt importers Agricom S.A. on their anniversary and thank them for their outstanding sales and service performance in Luxembourg," said Roland Schmidt, Director Fendt Marketing, who travelled from the Allgäu to Luxembourg on this occasion, and he added: "We wish you success for the Katana market launch in Luxembourg." As a thank you and

recognition for outstanding performance, Roland Schmidt, Director Fendt Marketing, handed over an exclusive wooden Fendt model to Philippe Ries, Managing Director Agricultural Machinery, and Fred Crochet, Sales Manager Fendt in Luxembourg at the open house in the Landtechnikzentrum Angelsberg. The successful joint work between Fendt and Agricom will continue into the future.

Photo top right: A wooden Fendt model is handed over, from right: Roland Schmidt, Director Fendt Marketing, Fred Crochet, Sales Manager Fendt at Agricom and Philippe Ries, Business Manager Agricultural Machinery.



Fendt Down Under

“Unbelievable dimensions and extreme contrasts,” is the way Jörn Gläser describes his impression of Australia. He was in Melbourne for four months for Fendt and visited several Fendt customers during this time and asked them what they think about the brand and the products from the Allgäu. In this report, Jörn describes what he experienced at the other end of the world.



I am very proud that I had the opportunity to go to Melbourne for Fendt directly after I graduated. My internship began mid-April. One of my tasks was to investigate how satisfied Fendt customers are with the tractors from Marktoberdorf in faraway Australia and how they are used – nearly 16,000 km away. I immediately received a hearty welcome in Melbourne. My workplace was in the Marketing team of

**Olive harvest = snail speed,
working speed 0.4 km/h**

the different AGCO brands. In the first few days, I learned a lot about the agricultural machinery market in Australia from my new colleagues. And then it was already time to go out – to visit real Fendt customers “Down Under”.

Premium olive production XXL with the small tractors from Fendt

In my second week, at 4:30 in the morning, my colleague Cameron Power, Digital Marketing Officer AGCO Australia, and I made our way from Melbourne towards the North in the dark morning light – as always, I had my camera with me. We arrived at our destination at sunrise: one of the largest olive producers in Australia, maybe even the entire world.

**“Field work with a view” –
Farming on Tasmania**

PROFILE

Jörn Gläser is 26 years old. After he graduated with a bachelor in agricultural marketing from the University of Applied Sciences Weihenstephan in Friesing, he was at the AGCO location in Melbourne for a 4-month internship for Fendt. Together with his brother Tammo, he creates documentation worldwide on the subjects of agricultural economics and farm machinery.





Tasmania:
Opium poppy harvesting
with reversing driver station

One million olive trees are planted on an area totaling 2,7000 hectares near the inconspicuous village of Boort. Two additional locations belong to the farm, which brings the total area that is cultivated to more than 6,200 hectares. Just a reminder: we are talking about an olive plantation, not an arable farming enterprise!

**6,200 ha olive plantation.
Just a reminder: This is not an
arable farming business!**

“Professional machinery is crucial in a farm of this size,” says Gerard Healy, Farm Manager in Boort. The farm has been relying on the 200 Vario and 400 Vario series from Marktoberdorf for six years now. There are currently 13 Fendt 200 Vario and eleven Fendt 400 Vario tractors in operation on the farms. For the running harvest, the tractors are responsible for transporting the harvested olives. Just how well they work for olive production can be seen in the olive

grove, next to the gigantic harvester. The vehicle, called “Colossus”, lives up to its name. The full harvester literally swallows up the trees, the olives, however, are combed out gently. At a working speed of 0.4 km/h! The 200 Vario, which collects the harvested olives, also has to maintain this snail’s pace. It takes a good two hours until a wagon is filled and the trip over the rolling farmland to the oil mill can begin. The distances travelled are up to 12 km. Here the top speed of 40 km/h plays a great role. The farm harvests with 19 full harvesters simultaneously and generally in a 24-hour shift. An additional 120 seasonal workers are hired for this. The olives are marketed through the farm as the most widespread olive oil in the country, “Cobram Estate”.

Tasmania – an island full of Fendts

It is 5 pm Friday and finishing time is nearing as I get a call from Stuart Bowman. He is a farmer on the island of Tasmania and invites me to come and visit him this weekend. He didn’t have to ask twice. I packed up my gear and just made it to the 6 pm ferry in Port Melbourne with my car. After a not very



Gerard Healy produces one of the best olive oils in the world – with the help of “Colossus” and several Fendt 200 Vario tractors. You will find the video at www.fendt.tv

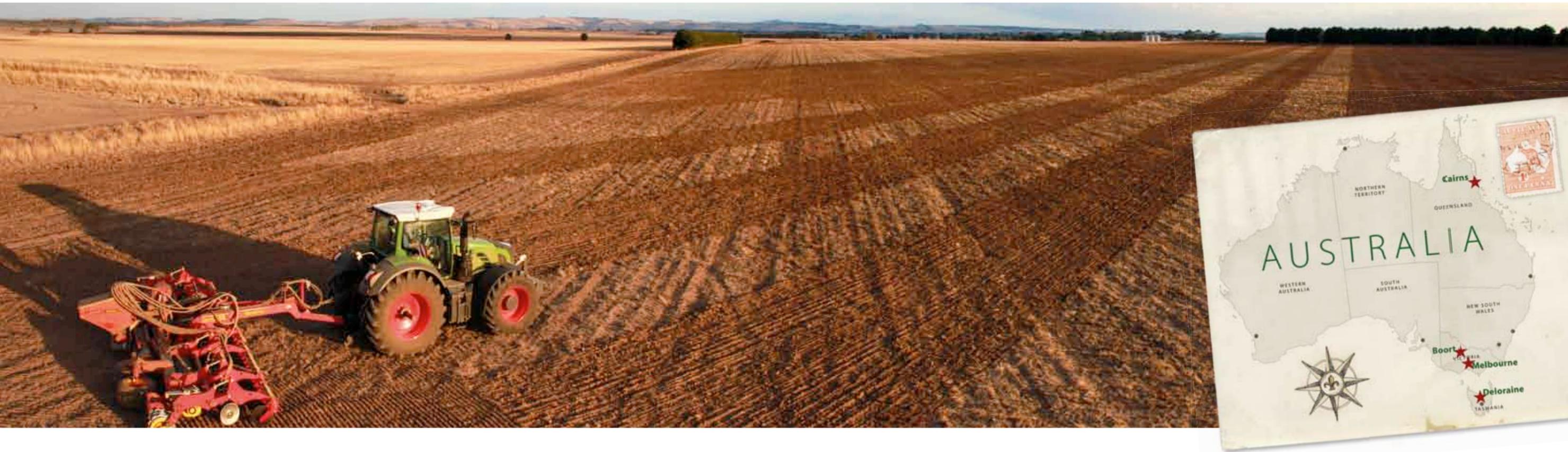
rejuvenating night on a reclining chair, we arrived in the port of Devonport at 6:00 in the morning. At this point, it would make sense to rethink the term “island” in regard to Tasmania, after all, it almost has the same amount of area as Ireland. A bit later I met Stuart in Deloraine, about 50 km away. The 35-year-old is a contractor in an arable farming region. Stuart took his place in a Fendt tractor cab for the first time ten years ago at a field day.

That apparently left a strong impression on him: after the first two Fendt 700 Vario tractors, the current fleet includes a Fendt 820 Vario, a Fendt 822 Vario and a Fendt 922 Vario.

As I arrived, Stuart was just about to start working with the Fendt 822 Vario and a 5-metre Lemken disc harrow. I leapt up directly into the instructor seat. Stuart tells me he loves his Fendts. That is why he spends a lot of time in the driver seat, even though he has an employee and temporary operators. In addition to cultivation work, the tractors are used a lot in grassland operations. Furthermore, he also has a job harvesting opium poppies with two tractors. The Fendts are equipped with reversing driver stations and, fitted with a header and transport wagon, they turn into self-propelled harvesters. Opium poppy cultivation, for example, for producing morphine, is strictly controlled by the government. The climatic conditions, but certainly also the geographical remoteness of this area, make it perfect for cultivating this precarious crop.

The next day, before I visit another rig from Stuart’s contacting business, I travel to one of the largest vegetable producers on the island. Harvest Moon produces carrots, leek, broccoli and much more in





Northern Tasmania, but it also markets products from other farmers. Things are relatively quiet right now. Sowing and cultivation is done with two Fendt tractors. Both work on very impressive, scenic fields. The cab is a “room with a view” with a panorama of the Tasmanian Sea. Steven is sowing with his 716 Vario above the steep coast and Geoffrey is working with his Fendt 939 Vario in the interior of the land on a slope with a 6-metre Kuhn rotary harrow. In the background is the typical primeval Tasmanian forest, which covers nearly 30 percent of the entire island and is unexplored in many areas.

Vegetable grower in paradise

July is one of the coolest and most unattractive months in Southern Australia. An ideal time to organise a tour to the farmers in the North. A three-hour flight takes me to the holiday town of Cairns in Queensland. The year-round summer temperatures and the coast near to the Great Barrier Reef make this region my highlight. Besides citrus fruits and sugar cane, vegetables are also cultivated here. After a two-hour car drive on dirt roads, I meet Don Murray, who uses a 211 Vario on his farm for cultivating organic vegetables. Pumpkins and zucchini are the main crops. “On my farm, the Vario is driven by me

and four different employees. We all managed very well with the new continuously variable transmission from the very beginning. It really simplifies operation and work,” praises Don.

A contractor relies on Vario Power

Duncan McNeil is a very busy man. Only on the next to last day of my internship in Melbourne, were we able to arrange an appointment to visit him – although his business is only 1.5 hours by car away, practically “next-door”. Duncan has 22 Fendt tractors in his fleet, ranging from the Fendt tool carrier and the Xylon up to the 800er Vario and the 900er Vario.

Duncan started in the 1980’s, with a Farmer 309. In the meantime, he has grown to become the biggest service provider in the region. And, thanks to their reliability, the Fendt tractors have played a great role in the success of his company, he says. The tractors prove themselves with high speeds towing a Tridem loading wagon and, last but not least, with RTK systems for precise tillage and seeding. The four months were a fantastic experience for me and the insight I gained about Australian agriculture will be a lasting memory. See you, Australia!



Don Murray is an organic farmer and cultivates zucchini, pumpkin, maize and onions – not far from the world’s largest barrier reef. You will find the video at www.fendt.tv



Duncan McNeil is a contractor near Melbourne. He visited the Fendt factory in Marktoberdorf in 2014. You will find the video at www.fendt.tv

Stiftung Liebenau – Home for special people



“That is Fritz, Fritz Hofer. He makes sure that all colleagues in administration are supplied with fresh apples every day,” explains Jürgen Ardelt and slaps him on the shoulder. Fritz beams. Here in the sorting hall at the Stiftung Liebenau on Lake Constance, he packs ten apples in each bag and brings them to the individual offices. That is his job and although he is already retired, he still feels it is his responsibility.

2,500 t of apples must be picked every season.



To have a purpose and to be needed, that is especially important for disabled people,” says Ardelt, who is responsible for farming, fruit-growing and horticulture at the Stiftung. To give disabled people a home was already the goal of the founder of the Stiftung, the St.-Johann-Verein and Adolf Aich, chaplain in Tettang. Aich bought the “Schlössle” (little castle) in Liebenau in 1870 to create a refuge for the disabled and terminally ill. “He could no longer watch how these people were treated at that time. Together with a couple of nuns, he renovated the Schlössle. First they lived there together with the other residents. It’s easy. With some cows, pigs, sheep and goats.”

The Pfleg- und Bewahranstalt Liebenau (Liebenau hospital and custodial institution), as it was called at that time, soon established an excellent reputation both regionally and further afield. By the end of the 19th century, it was home to over 400 people. Today the Stiftung Liebenau comprises 29 companies and has some 6,400 employees.

The pillars of the Stiftung Liebenau are assistance and support for the disabled and elderly as well as education and training for young people with special needs.

Farming plays a central role

“Farming has always played an important role in the Stiftung,” explains Ardelt, a farmer. “Especially for supplying healthy and fresh food. This ensured the survival of the community during the war. And even today, the Stiftung places great value on farming.”

The Stiftung now cultivates 590 hectares, some 240 ha fields and some 230 ha grassland. In addition, there are 81 ha for the production of apples and 7 ha for vegetables. “Modern technology is essential for cultivating areas of this size. Overall, we have twelve Fendt tractors in operation.

Starting with the smallest, a GT 235, up to our biggest, a 924 Vario.” Answering the question of why the company relies on machinery from Fendt, Ardelt smiles and says: “On the one hand, because we are convinced by the technology, and on the other, because we must perform an immense volume of work with very little personnel, and that is only possible if the employees are satisfied and motivated. Günther Reitter, who is responsible for agricultural machinery for us, has already publicly announced this in Fendt TV: “The Vario transmission is simply a dream to drive.”

Grazing with a view to Lake Constance

Some 300 cows from the Limousin breed graze on the farm’s grassland half of the year – some with a view of Lake Constance. “We have five herds right now, with a total of 150 mother cows,” explains

Ardelt. "We actually came to mother cow husbandry in a round-about way. Originally our farm was planned as a dairy cow farm. At the beginning of the 1980's, we built stables for 190 cows. At that time, as Brown Swiss breeders, we had the ambition of not buying cattle, but rather filling our stables with our own calves. And then came the quota limitation and that hit us really hard. At that time, the quota was based on the amount of milk that was currently being produced on the farm. For us that was milk from about 80 cows. At that time there was no quota trading and we therefore could not use our stable completely. At the end of the 1990's, we decided to give up dairy farming," recalls Ardel, who has been with the Stiftung over 30 years. "I don't know of anyone that has left farming, except for those that had to retire," he answers laughing, if you ask about his long staff membership. The animal husbandry, especially the traditional stable work, offers good opportunities for handicapped people to work. In addition to mother cow husbandry, the green area of the Stiftung also has a horse farm. It accommodates boarded

Jürgen Ardel, agricultural engineer and head of the business areas farming, fruit-growing and horticulture at the Stiftung Liebenau, checks the mother cow herd every day.

"Everybody likes to help us, not least because of the modern machinery." For example, a former trainee and Jürgen Ardel's son help with seed bed preparation and sowing.

horses and some rescued horses. "There is a lot of work to do here, such as grooming the horses, which can be done without stress. These people cannot deal very well with too much pressure. We also care for the animals from the adjacent Ravensburger Spielplatz amusement park.

Self-marketing of products

"In general, we aim to include disabled people in all the work we do. A good place for this is our farm shop." The name farm shop may be a bit understated, because it is a store with a sales area of 650 m² and an adjacent café. "We sell most of our products there and offer a complete range of products, comprising meat, vegetables, flowers and fruit, but also books and small items for decoration."

The flowers and vegetables offered there also come directly from the Stiftung. More than 40 different types of vegetables are grown on 6 ha of open land and in the hothouses of the Liebenau Nursery. "Root and leafy vegetables, cabbage, tomatoes, cucumbers, peppers and herbs, even melons, thrive here next to cut flowers and potted, bedding and balcony plants. There is a lot

of manual work required here and that is why many disabled people work in the nursery. When I started here, I knew about disabled people, but not how to treat them. But you get used to it quickly. Then it's a lot of fun to work with these people, these special people. You get so much

"You get so much out of it."

out of it. And it is very satisfying to see how they develop here with us." A great example for this is Marc Bulach. Like Fritz Hofer, he works in the sorting hall. In the three years that he has been working at the Stiftung, he has moved up to become a fork lift driver and is now responsible for loading the modern sorting facility. The farm's entire apple harvest is stored on the farm and prepared for marketing in the sorting facility. "The entire track, from the cultivation of the apples to their marketing, is in our hand. We take the last apple out of storage in June and, at the end of July, we already start harvesting the new apples. That means there

is only a time period of about four weeks where we don't have our own apples." Another source of income for the company, besides traditional farming and support for handicapped people, is providing training for young people with learning disabilities. "The young people can attend a three-year training programme after they finish the special needs school. They get a skilled worker degree from our business areas farming, fruit-growing and horticulture. The trainees live here and receive practical as well as theoretical training here on location. This is often a real challenge for our teachers, since the trainees have very different skills and talents. For example, one student may not be able to add one and one together while the student next to him is autistic and a genius with numbers. One thing all of our trainees have in common is their enthusiasm for Fendt tractors," says Ardel, smiling.

You will find more information about the Stiftung Liebenau online at www.stiftung-liebenau.de

The soon-to-be accredited skilled workers enjoy having their photo taken in front of one of the farm's Fendt tractors.

The Liebenau Schloss – headquarters of the Stiftung Liebenau.



Power contest in the arena

Each year in the summer, the Dutch municipality of Putten in the eastern province of Gelderland is the pilgrimage site for local engine and machinery freaks and those that would like to become ones. Last year in July, some 15,000 people made a pilgrimage to Nulde Beach. Where water sport fans usually meet, there is now a deliberate state of emergency on two days in an arena that was purpose-built for this event. Screaming engines and the hustle and bustle of a colourful folk festival mix here for the Total Agri Beachpull.



Nearly 280 tractors and trucks from all over Europe – tuned or fresh from the field – started and drove to their limit with their drivers. As one of the sponsors, Fendt contributed to the success of the event for the 13th time. A strong Fendt pool with a Beachpull staff of 30 and 30 Fendt tractors from the Fendt importers De Vor Achterveld ensured perfect organisation and coordination on the 6-hectare event grounds.



ABOUT THE REGION

Putten lies on the Nuldernauw, a shallow marginal sea between the eastern Dutch province of Gelderland and the province of Flevoland. The body of water is a remainder of the Zuider Lake. Surrounded by beautiful woods, the area is a popular destination for campers and water sports enthusiasts. The architectural landmarks of the area include the Schovenhorst Estate and Vanenburg Castle. In addition to the Total Agri Beachpull, Putten is also known for its Ossenmarkt (ox market), which is held on the 2nd Wednesday in October.

Fendt tractors pull the starter from the track immediately after the race.

It is Friday, shortly before 6 pm. Everyone in the Fendt pool is waiting for the starting signal. Koos Luijk from the Fendt importers De Vor Achterveld is a bit restless. Will everything turn out alright? Soon everything will have to be up and running smoothly so that both the starters and spectators will be satisfied. "For us, as Fendt representatives, the Total Agri Beachpull is more than just motor sport. We take this opportunity to meet with customers and dealers and to convince them of the performance of the Fendt machines. Fendt has to work perfectly on the grounds, because a lot of people come here and carefully observe the many different models and the performance of the Fendt machines," he says. This year, the Fendt Crew even had to add an organisational talent. For the first time, she is responsible for making sure the race runs smoothly on the two tracks in five grand national classes, one farm stock class and two truck classes. Furthermore, additional master classes on the European level will be starting. To manage these numbers, the competition is held on two days. For the Fendt pool that means: a full programme around the clock. "We work with bundled power and 30 different Fendt tractors, including the 211 F Vario, 209 Vario, 211 Vario, 313 Vario, 513 Vario, 516 Vario, 720 Vario and 724 Vario," reports Koos Luijk. This evening, these tractors will pull the starter machines off the track after every race and immediately prepare the lanes for the next start. Tomorrow, when the power houses compete

against each other, they will be pulled to the scales to be weighed, then to the starting place and back again after the race. All in record time, so that the competition stays exciting – a huge challenge for us."

In one pull to a "full pull"

The stadium announcer calls the start. The tractors and trucks are ready, divided by power, weight or modifications. On the first evening of the Total Agri Beachpull, tractors in the standard classes 3.5 to 9 t (not modified) will battle for the "full pull". The strongest tractor with the most skilled driver wins, when it manages 100 m on the 10 m wide, clay track in one pull. That is the rule. However, it will be pulling a weight transfer sledge, which makes everything much more difficult. The further from the tractor it is, the more difficult it becomes to pull. There is a weight box on the wheeled rear axle and a runner (metal pan) in the front. As the sledge is pulled, the weight box, driven by the rear wheels, slides forward



Bart Calis from the Fendt Crew coordinates the operations of the Fendt tractors on the track.



Some 15,000 enthusiastic spectators came to the 13th Total Agri Beachpull in Putten (Netherlands).



The weight transfer sledge is brought to the starting place.



Fendt presentation right at the beginning of the Total Agri Beachpull.

onto the pan. The centre of gravity of the sledge shifts forward and thus increases the pulling resistance. The weight and parameters of the sledge are adapted to the different weight classes, so the same sledge can be used with both small and large tractors.

If several drivers manage the “full pull”, more weight is added to the sledge. Only the winner qualifies for the Dutch Championship.

In addition, the sledge also has a push-down system, which decelerates the tractor within the shortest distance possible, in the case that the driver loses control over his vehicle. Despite all of this craziness, safety remains top priority!

“I often even dream about Fendt tractors, somehow they are in my blood.”

Tractor in optimal balance

The ‘art’ in tractor pulling is in correctly estimating the competition track in advance and bringing the tractor in optimal balance. Speed does not play a role,” says Wim Torsius, 58. He volunteers his help every year to prepare the Total Agri Beachpull in Putten. “My hobby and my liking for Fendt have now become my job. I was a Fendt salesperson for many years. Only Fendt – because for me these machines are the Rolls-Royce amongst tractors. “I always want to be on the winning side.” Wim Torsius says this so enthusiastically that you really believe him when he says: “I often dream about Fendt tractors, somehow they are in my blood.”

The coordination is perfect, also thanks to Bart Calis, Fendt salesperson at De Vor’ Achterveld from the Fendt pool. The young man is like a rock in turbulent waters. He dashes back and forth between the lanes,

making sure that the Fendt tractors don’t get in one another’s way at these high speeds, that they are coupled with the right implement or starter machines, and, and, and ...

“Each of our Fendt tractors has a number, which matches the number of the driver and key. That way I can keep an eye on all of them and make good use of them,” he explains proudly. While he is saying this, he is constantly keeping an eye on what is happening on the course. “Take a look at those machines. They’ve got unbelievable power behind them!” He’s not referring to the truck on lane 2, which just failed at 80 m, but rather the two Fendt 516 Vario and 724 Vario tractors, which are pulling the loser from the course, while simultaneously smoothing the race track. The next start is already being announced. Peter Hijwegen, one of the drivers, is taking a breather for just a moment. “Each year I look forward to a Fendt 720 Vario for the Beachpull. I have to move quickly between lanes and each time I am thrilled about its turning circle and agility. The electronics function perfectly, even though they are in continuous operation. The comfort is top. I really love Fendt! For me they are the best tractors in the world.” He says and he’s already back in the noise-protected cab and speeding over the track with a grading blade to smooth out the churned up ground for the next starter.

Tractor pulling has a long tradition

Tractor pulling is gaining in popularity in the farming-oriented Netherlands. After all, the country has five European champions. More and more visitors come to the qualification races each year, including to Putten, to experience this exceptional motor show. Henri Ouderdomp, 36, from Harderwijk, for example. He is a passionate autocross driver and comes to the Total Agri Beachpull because “it’s just a lot of fun”. Some 200 volunteers spend their free

time to help to prepare the festival. Jeanette de Vries and her brother Wim from Putten for example. They were already fans at a tender young age, when their father took them to the tractor races. Wim de Vries: “It is now tradition for me, to set up the track and then to cheer on our local matador ‘Bandit’ from Putten.” His young daughter and 71-year-old father join him. Koos von Kesteren, one of the many Fendt dealers, sends one of his mechanics, Jos Konijn, into the race again with a “self-designed” Fendt 828. In the past two years, he took first place in the 3.6-t top super sport class. Koos van Kesteren: “We put so much of our free time into the design of this machine, so much effort and so much money – you

“We put so much of our free time into the design of this machine, so much effort and so much money – you really have to be crazy about the business.”

really have to be crazy about the business. But all of us here are crazy,” he says and laughs. Arco Sterk designed the previous 828er. The former Fendt boss, Hermann Merschroth, gave him a bonnet of the Fendt 930 prototype ten years ago. The technology enthusiast bought a used Fendt, removed the transmission and built a “new tractor” out of both of the 828s. He also started successfully with it. “I have a lot of respect for the performance and quality of the Fendt.” Today Arco Sterk supports the Total Agri Beachpull as the stadium announcer.

The idea comes from the USA

Tractor pulling is in no way a recent invention. Already 80 years ago, American farmers wanted to

know who owned the strongest tractor. At first, two tractors were chained together and competed against each other. Later boulders were pulled. The weight transfer sledge developed at the end of 1960 brought the sport to a new level and enabled higher speeds. Spectacular competitions with DIY tractors, which had engines from tanks, airplanes or helicopters, began and also found enthusiasts in Europe. On the occasion of the world ploughing championships in 1977, the first tractor pulling started in Flevohof and continued its triumphant success through Europe from there. Now there are national associations, which specify a comprehensive system of technical rules and safety provisions for the tractors.

Fendt pool proves itself again

Saturday, 3 pm. The seats in the tribunes along the track are completely filled. Everybody is wearing ear plugs or headphones. Because today the true giants with thousands of HP and a huge sound will make their appearance. New this time is a 4-tonner in the unlimited class – with more than 9,000 hp! For the Fendt pool this also means going to the limit non-stop. The well-rehearsed team steals the show and has everything under control. Fendt tractors and the Fendt crew are there immediately, wherever they are needed. Towards midnight, everything is finished. And the organisers are also finished, beyond a doubt. The winners have been chosen, the lap of honour has been completed. The audience is clapping – both for the exciting show as well as the great organisation. Bart Calis and his Fendt team are satisfied. “We gave our best and showed what we can do. That was worth it. Fendt has defended its image.” In the next few hours, everything will be taken down so that the terrain will be ready for the water sports enthusiasts the next week.

Rife with power

The Reiff contracting company has its headquarters in the northern part of Luxembourg. The friendly family-run business has grown rapidly in the past years. With tremendous commitment, the family has managed a lot with their staff. A reliable fleet of Fendt tractors has contributed their success.

Luxembourg, with 130,000 hectares of agricultural land, may only have a fraction of the farm land of its neighbour Germany, but regions such as the north of the country are very intensively used for farming. The Reiff contracting company is located at the edge of the small town of Troisvierges, 10 km from the Belgian border. The family-run business inaugurated its new business location at the beginning of 2014. The previous business, about 2 km away, became too big for the premises in the village.

The enterprise is managed by 28-year-old Jeff Reiff. His mother Josette is responsible for bookkeeping and accounting, his father Josy takes care of the organisation of the workshop and the new construction. Besides the traditional contract work with combines, forage harvesters, loading wagons and balers, the services offered also include earth-moving and municipal operations. Their own farm also has

450 ha for the cultivation of potatoes and grain. All in all, this is quite a bit of work for the 16 permanent employees and the tractors. Reiff has been relying on Fendt for many years already, which any guest can quickly see during a tour through the huge, cantilever machine hall. Several different Fendt generations are in service here: from the Favorit 500 and

Some tractors have 15,000 hours behind them

800 to the latest models from the Fendt 800 Vario and 900 Vario high-horsepower tractor series. But a true cult tractor, such as the Fendt tool carrier or the first models of the 926 Vario tractors with continuously variable transmission still have their place in

Fendt tractors:
In addition to the new Fendt ranges, Josy Reiff also owns more than 80 vintage Fendt tractors.



The operators at Reiff are proud of their well-cared for machines.

daily business. The mix of several decades of tractor design from Marktoberdorf fits to Josy Reiff's philosophy. "In our workshop hall, we can complete most repairs on tractors quickly and with short distances. The spare parts stock is well-organised. Even whole engines can be replaced within a few hours, depending on the case," he says proudly during a tour of the workshop. With 15,000 hours, some of the tractors already have a proud history at the Reiff contracting company.

Fendt tractors, however, are not just tools for the Reiffs, they are a true passion. This manifests itself in the large Fendt vintage tractor collection, which comprises 90 tractors that Josy collected from all over Europe. Most of the tractors have already been restored, true to the original. These include the two meticulously restored rare Favorit 626 LSA and 622 LSA, affectionately called "Nasenbären" (coati) by

Fendt fans. The two tractors were the most photographed machines at the farm festival at the end of March. The one-day event on the occasion of the inauguration of the new location was a real major event. More than 10,000 visitors, high-ranking politicians and company representatives came to see the contracting business and celebrate with the Reiff team in the evening.

The public relations work is clearly from Jeff Reiff's hand. "When I discussed my ideas regarding marketing activities with my parents two years ago, they were not convinced. Sure, my father presented new machinery and services at small customer events. Newspaper and radio interviews as well as the company film, which I wanted, however, were virgin territory." But both the film and the event were a complete success.



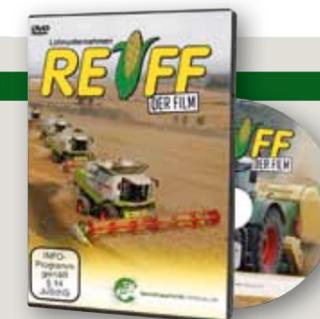
ABOUT THE DVD

The entire Fendt fleet from Reiff in operation.

Playing time: 90 minutes

Languages: German, English, French, Luxembourgian, Dutch

ISBN (D): 4260205410455



You will find more information at www.fendt.tv



Safety first on the Porsche race track

32° C, glistening sunlight, the air above the asphalt is scintillating. The deafening sound of a screaming engine cuts through the quiet morning. A Porsche shoots past on the track. Faster than hardly any other vehicle can. In the inside of the circuit of the Nardò Technical Centre, on the dynamic surface, a Fendt 720 Vario makes it rounds, comparatively slowly. The special white paint job has a precious gleam in the sunshine. The Fendt is the latest purchase of the Nardò Technical Centre.



High-tech amongst themselves: Fendt and Porsche



Easy to see from the air:
the round test track at the Nardò Technical Centre.



Johann Planatscher, General Manager Fendt Italy, handed over the white Fendt 720 Vario personally to Edmund Sander, General Director of the Nardò Technical Centre.

The world-renowned testing track lies in the vicinity of the city of Nardò in Southern Italy. This region of Apulia is mostly even and therefore perfectly suited for a high-speed track. With only a few rainy days and hardly any frost, vehicles can be tested 365 days a year in Nardò. The banked curve compensates for centrifugal forces so that speeds of up to 240 km/h are permitted, even 500 km/h would be possible. The Nardò Technical Centre is considered to be one of the fastest test tracks in the world. The identifying feature of the centre is the 12.6-km long circular test track with a 4-km diameter. It was built in 1975 by Fiat with the aid of public funding to subsidise the economically weak region. Today Porsche Engineering is responsible for the Nardò technical Centre, which is open to all automobile manufacturers for testing their vehicles.

**“When there is a fire,
Fendt comes.”**

In addition to the round track, the 700 hectare area also has different sections, for example, there are gravel and off-road stretches. Manufacturers can test their vehicles on sections with different road surfaces.

Since January 2014, the white Fendt 720 Vario has been in service for the facilities. The Fendt tractor is used for the maintenance and repair of the grounds. Primarily preventative measures are performed to protect the testing grounds. For example, the machine assists the fire brigade in combating forest fires. “We combated a forest fire, which covered 20 hectares, here a few months ago with the help of the Fendt,” relates Edmund Sander, engineer and General Director of the Nardò Technical Centre. “We chose a tractor in this high-performance class especially for transporting the huge water tank.” The fire brigade

only has enough water for four minutes. After that it must rely on the 25 t water tank that is towed by the Fendt.

Forest fires are not rare in Southern Italy. Heat and drought make it easy for fires to break out. The Mediterranean vegetation of evergreen bushes and shrubs is flammable. While test vehicles and prototypes race by, the local farmers cultivate the areas within the circular track. Offside of the tracks, the farmers cultivate vegetables. To get to their fields, the farmers go through a number of underpasses to access the grounds in the middle of a nature preserve.

The track maintenance is also maintained with the assistance of the new tractor. Tyre residues are removed regularly from the test track. The Fendt pulls a high-pressure cleaner over the asphalt, which removes even the smallest bit of tyre residue.

“Thanks to the Vario transmission and the cruise control, the Fendt is exactly the right vehicle for working with a high-pressure cleaner,” says Sander. “After all, the specialty machine requires a precisely adjusted speed to clean the test track.” This maintenance measure is very important for general safety at the high speeds that are driven on this test track.

“After thorough and detailed comparisons and tests, we decided in favour of the German company,” explains the General Manager. “Cutting edge technologies and bundled competence in power transmission and hydraulics guarantee versatile operations and a long lifetime for the tractor.” Edmund Sander thinks the 720 Vario is clearly the all-rounder amongst tractors. The machine is an excellent addition to the fleet at the Nardò Technical Centre.

As dense as an English lawn



Training includes checking for a dense sward.

Except for the missing Alps, the Southern Eifel looks almost like the Allgäu: pastures and milk production everywhere. This hilly terrain requires special skills to optimise the cultivation of this grassland, which is an important prerequisite for successful milk production. Alfons Göbel, farmer, Chairman of the Grassland and Fodder Production Committee of the Chamber of Agriculture Rhineland-Palatinate as well as member of the corresponding DLG technical committee, is an expert for this.

Two well-cared for tractors are standing on the left in the farmyard: a 2014 Fendt 512 Vario, which is rented for training, and his own 2012 Fendt 724 Vario. The quiet breathing of the cattle can be heard from the opposite stall and every so often also some loud mooing. The building is connected directly to the house; in front is a paddock for the young cattle. The family-run farming business also has 75 ha of arable land and grassland, which lie on the outskirts of the municipality of Ehlenz in the southern Eifel. This property has been used for farming for more than 100 years. First just part-time, since the founder, Theodor Gilen, was a teacher in the village school from 1895 to 1935. He had four cows and two pigs for his own family's use. After all, he raised 15 children. "My

father then expanded the farm to 25 dairy cows," says Alfons Göbel, explaining the history of his grandparents' and parents' farm. The accurate looking middle age man explains that he now has 40 dairy cows and their offspring. He does not want to increase the number just now, since the successor for the farm is not yet clear at this point in time. What Alfons Göbel is constantly developing further is his knowledge and experience in grassland management.

Some 110 dt/ha dry mass grass per year "Everything was actually developed out of necessity," sums up Alfons Göbel. He is sitting at the kitchen table. Through the window, you can look out into

the garden with the old fruit trees. He grew up here in this house. "Only 15 years ago, the grassland was very poor. The grass only had 2,000 to 3,000 shoots/m² and large gaps, where only sorrel, dandelion or other less valuable herbs grew. We only harvested 50 to 60 dt/ha dry mass of low quality per year," he recalls.

Milk production has quintupled through the use of new staple feed

The farmer did not want to content himself with this problematic situation. He searched for solutions and asked the Chamber of Agriculture Rhineland-Palatinate for advice. After an appraisal, he put together a plan with the consultants, for optimising the quality and yield of the sward. With success. Today the business harvests 100 and 110 dt/ha DM grass with the same amount of fertiliser, because the grass now grows with 8,000 to 10,000 shoots/m² on Göbel's grassland. "That is a density similar to that of

an English lawn," he compares proudly. It has a tremendous affect on the profitability of the milk production: before, 1,000 to 1,500 l milk/cow were produced from the staple feed. Today it is 5,000 l and more per cow and year, which means an overall annual milk production of 8,250 l/cow. That saves on costs for concentrated feed.

"Step out of your boots and get in front of the monitor"

Alfons Göbel learned farming from the bottom up. As the youngest of six children, he helped his father in the stable and in the field at an early age. "It was a lot of fun. But I actually wanted to study mechanical engineering," he says. But that didn't turn out. His childhood experiences form a good foundation for his agricultural training, the vocational school, the examination for the master craftsman's certificate, and finally his studies for business administration, where he specialised in the area of grassland improvement and management. Now, as the Chairman of the Grassland and Fodder Production Committee of the Chamber of Agriculture Rhineland-Palatinate and member of the DLG Technical Committee for Grassland and Fodder Conservation,

The farmers-to-be from Bad Kreuznach listen to Alfons Göbel explain the proper cultivation of grassland. Christoph Steilen (left of him), from the grassland group of the service provider Dienstleistungszentrum Ländlicher Raum Eifel, Bitburg, assists him.



he gives lectures on successful grassland cultivation for colleagues. For this, he travels throughout Germany and Poland. "Why should I keep my knowledge to myself? When I'm buried in the cemetery some day, my knowledge will go with me," he laughs. One reason why his lectures are always well attended is surely not only that he imparts theoretical knowledge, but because he also applies this knowledge himself. "Step out of your boots and get in front of the monitor"

The company has been providing training for 15 years

As he steps out into the farmyard, he is met by Elena Keller, 1st year trainee for farming, coming the other way. She is in the process of completing her one-year practical training and had to work in the stable. The company has been offering a training programme since 15 years. Today, however, some other pupils will be coming to Ehlenz. The Chamber of Agriculture Rhineland-Palatinate has sent them to learn how to teach grassland management. Alfons Göbel, whose farm has also been a training business since 10 years, does not need long to prepare. He only has to get the machinery ready: his Fendt 724

The expert, Alfons Göbel, teaches important basics for grassland operations.



Vario, the 6-m wide Vertikator pasture renovator for sowing and turf maintenance and the mower. A hay rake is attached to the Fendt 512 Vario. Then he is already on the way to meet the young people on the grassland before the gates of the village with a population of 490. The twelve trainees come from Bad Kreuznach. Last week there were students from the District Eifel there. Soon-to-be accredited masters of horse management also visit his practical training course.

The group listens to the lecture about grassland yields, optimising quality and maintenance work with great interest. But they can't get away with passive listening only, they must also answer tricky questions. Elena drove out with them. She likes her training post and uses every chance to learn something new.

With the precision of Swiss clockwork

The annual 900 machines hours of the Fendt 724 Vario are not only spent on his own land. A third of the hours he provides grassland maintenance services to his colleagues: stock-taking, hauling, grooming, sowing and rolling. Each year he visits 40 to 50 farms, from Saarbrücken to Aachen and from Bad



Elena Keller, 1st year farming trainee, lives with the Göbels during her practical apprenticeship year. When she has time, she likes to spoil the young cattle with a bit of "cow wellness".



Shop talk amongst agricultural machinery experts: (from left) Edmund Servatius, Managing Director of the Fendt distributors Agrartechnische Maschinen Servatius & Ehlenz, Rittersdorf, Alfons Göbel, and Bernhard Brischwein, Fendt factory representative.

In full operation:
Alfons Göbel with the Fendt 724 Vario, fitted with a Vertikator at the rear and a grass cutter.



Kreuznach to Luxembourg. Often he has to stay overnight. "I always have a suitcase in the tractor for this," he says.

In any case, he likes driving the Fendt 724 Vario in the ProfiPlus equipment version. "I'm looking forward to working with this machine, because it offers so many options and everything works with the precision of a Swiss clockwork," he says proudly and admits that he has already read through the operating manual six times. Not because it so complicated. No, Alfons Göbel wants to exploit everything the Fendt is capable of. He has been a loyal Fendt customer for decades already. The well cared for 1984 Fendt 309 LSA and a 1966 Farmer 2D standing in his machine shed are proof for this.

"It was a giant leap switching from my 1997 Fendt Favorit 512C to a Fendt 724 Vario; it actually has twice the power. I am fully satisfied. It was the right decision," he sums up and explains why: Thanks to

A giant leap: twice the power through the Fendt 720 Vario

the pneumatic cab suspension, he no longer has a backache after work, the ergonomics are super, that all elements are easy to operate and the hydraulic lateral stabilisation enables safe work in the hilly terrain of the area. This is all rounded off with the active steering on the 724 Vario, which reduces the time for headland manoeuvres by 40 percent. The automatic climate control works perfectly and plays an important role in the well-being of operators during warm weather and long operations. The fuel consumption is sensational with an annual average of 11.3 litres of fuel per hour.

Ten years ago, Alfons Göbel began making farmers in the southern Eifel aware of the need for good grassland management. As a result many farms have clearly improved both quality and quantity and have become more profitable. The use of Fendt tractors made it possible for Alfons Göbel to extend his circuits. The profitability and, not least, the comfort of the Fendt 724 Vario help the popular grassland expert to meet the expectations and demands placed on him.

The collaboration with Fendt deepened, when he presented his work to the AGCO/Fendt management and Fendt staff three years ago in Marktobendorf. For some time now, he also has a family tie to Bavaria: Göbel's son Maurin, a technology enthusiast, is studying mechanical engineering within the dual education system (work/study) at Fendt. It is quite possible that soon even more practical expert knowledge from the southern Eifel will find its way into tractor production in the Allgäu.



Fendt tractor is awarded a silver medal in Russia

The biannual AGROSALON international exhibition for agricultural machinery is held in Moscow. The AGROSALON is the largest exhibition for agricultural machinery in Russia. Fendt presented its machinery within this framework this year.

Fendt was awarded a silver medal by the independent jury 2014. The Fendt 933 Vario ProfiPlus received the award for its overall design concept. The tractor unites several innovative technologies, such as the ISOBUS implement control, Fendt SectionControl or the continuously variable Vario transmission, in one vehicle. The machine features front axle suspension with independent wheel suspension as well as the integral Fendt Stability Control, which ensures the perfect combination of driving safety and ride comfort. "The award is of high significance for us and shows that professional farmers have great confidence in the Fendt brand," says Yuri Zybkin, AGCO Commercial Manager for Russia. "On the one hand, this means further incentive for the development of the technologically leading Fendt machines and, on

the other, an increasing interest in Fendt tractors on the Russian market." The "AGROSALON Innovation Competition" is a renowned competition for cutting-edge technology and innovations in agricultural engineering. A total of 61 innovations in agricultural engineering were nominated, only 19 innovations, however, received the coveted award. An independent international jury chose the award winners. Four gold medals and 15 silver medals were awarded for the most efficient and most innovative technologies for agricultural machinery.

Photo upper left:
Evgeny Zhilkin, Head of Fendt Sales Russia,
with the silver medal for the Fendt 933 Vario.



Important trade fair dates 2015

We will be presenting our new machinery at the following important trade fairs in 2015.

The year starts with the **International Green Weeks in Berlin:**
16–25 January 2015.

The **SIMA in Paris** follows in February:
22–26 February 2015.

The **demopark + demogolf in Eisenach** is important for municipal operations:
21–23 June 2015.

The trade fair year 2015 ends with the world's largest agricultural exhibition, the **Agritechnica in Hanover:**
10–14 November 2015.

You are invited. Visit us at the Fendt Stand in 2015. We would be happy to present our new products and services to you.



Move from Belgium to Southern France with a Fendt tractor

Some would say: Marcel Rémant is a crazy guy – in a good way. When the 66-year-old decided he wanted to spend the golden years of his life in sunny Southern France instead of Belgium, he promptly made his way south, but not with a car. The Fendt fan took on the tour of more than 1,100 km with his Fendt tractor. His trip started on 30 September 2014 in Walcourt, Belgium and continued over winding roads, mountains and valley to his destination, La Môle near St Tropez.

Marcel Rémant is moving into a house in Southern France. That is why he has loaded a small trailer behind the Fendt with his all of his possessions. Bicycles, files and folders, furniture – everything is stowed away under the white tarp on the trailer. Marcel Rémant quickly disposed of the idea of renting a van. "The Fendt is untiring and fail-safe," he raves. He drove the Fendt tractor six days long at an average speed of 30 km/h. Along the way, the friendly Frenchman made many new friends. When he got tired, he just took a nap on the steering wheel of his tractor, says Marcel Rémant. "I have a pillow and blanket with me and luck-

ily I don't need much sleep." The long-distance truck driver knows about the risks of the trip, but only small things happened with the Fendt. The heat of the summer in the cab took its toll. And the navigation system wanted to use the motorway, although it is prohibited for tractors. He says he went by his feeling to find the way to La Môle. He greeted those behind him with a sign, which he mounted on the trailer: it read "Bonne Route – gute Fahrt", good trip. He got to know many people on this unusual trip, such as the Schmidts from Darmstadt. Marcel Rémant immediately invited the new Fendt friends to his house near St Tropez. Hardly arrived in Southern France, Marcel Rémant is already planning his next big trip with his Fendt – to Dakar.



Fendt Katana on tour through Europe and online

The Fendt Katana Eurotour starts promptly for the maize harvest. From 8 September to 3 November, the 650-hp Fendt Katana 65 forage harvester will travel through five European countries. Individual demonstrations for selected customers, will highlight the special technical features of the forage harvester from Fendt. Jan-Christoph Hoffmann is Fendt product engineer Katana international. He accompanied the forage harvester during the two-month trip. "We drove to a certain importer or dealer for one week. These had already contacted potential customers in advance," reports the product engineer. "We mostly drove to the customers' farms and presented the Fendt Katana to them in a familiar environment. The customers then always had the opportunity to drive and test the forage harvester for themselves." In this rhythm, three customers per week could experience the advantages of the Fendt Katana. Just in time for the market launch in selected European countries, besides Germany, the route included Austria, Luxembourg, the Netherlands and Poland.

What fine details make the Fendt Katana 65 so special? "We can demonstrate the chopping quality to customers very easily. We fill the chopped maize into a shaker box. It has three sections of the same size, which have big, small and no holes in the floor. The more maize that remains in the middle section, the better the chop-

ping quality," explains the product engineer. "The Fendt Katana 65 is equipped with the innovative V-Cracker. We can demonstrate the effectiveness of this technology through a simple water test. The chopped maize is filled into a water-filled measuring cup with a sieve at the bottom. The maize quickly settles to the bottom. We can check and evaluate the maize kernels individually, to see how many are cracked. And as expected, the cracker quality was super." Like all Fendt machines, the Fendt Katana 65 has the Variotronic unified operating interface. This enables trouble-free switching between different Fendt models. The ride comfort and fuel-saving maximum output control are unique selling points. A contractor from Austria did not lose time and wanted to buy it immediately. The sales contract was already signed one day after the presentation. If you would like to learn more and see customers in operation, then visit our Katana Info Tour at www.fendt-katana.com.

You will find more information
at www.fendt.tv



fendt.com

FENDT

A close-up, high-resolution portrait of a middle-aged man's face. He has short, graying hair and is looking slightly to the right of the camera with a calm, determined expression. The lighting is soft and natural, highlighting the texture of his skin and the intensity of his green eyes. The background is a blurred green, suggesting an outdoor setting.

Because I love my job.

I drive Fendt.

Leaders drive Fendt. And once you have it, you won't want to do without it. After all, you are the expert in your field. We deliver the technology. And the quality. And everything that makes a tractor a Fendt. **All in all, simply Fendt.**