

A quarterly newsletter for owners and fans of everything Fendt

1st Quarter 2014



By the time Oklahoma became the 46th state to join the Union in 1907, Wheeler Farms was already well established near Chickasha, Oklahoma, and was cultivating a thriving herd of cattle. A few years later, in 1910, the family developed one of the area's first herds of purebred horned Hereford cattle. Since that time, Wheeler Farms has continually improved the herd through selection and retention of their best genetics and by seeking out some of the best herd sires available. At the same time, they began selling registered herd bulls and replacement females to other breeders and ranchers.

"In our efforts to meet today's growing demands for cross breeding and efficiency, we have also added a select group of purebred Angus cows from top programs across the country," says Will Wheeler, who represents the fourth generation to manage Wheeler Farms. "Our goal is to not only provide both bulls and females to purebred breeders looking for enhanced genetics, but to a growing number of commercial customers who are seeing record numbers by using genetically enhanced bulls to use on the commercial herds."

Needless to say, nearly 1,000 head of Hereford and Angus cows, replacement heifers and bulls require a lot of hay to sustain them through the winter. Hence, Wheeler Farms has approximately 585 acres of alfalfa, in addition to around 900 acres of wheat that is often grazed during the winter, and approximately 3,500 acres of rangeland and pasture. Both crops had already led them to Livingston Machinery Company for their equipment needs, which includes a Hesston by Massey Ferguson® WR9770 windrower, Hesston by Massey Ferguson 2190 large square baler with an accumulator and a complete inventory of Sunflower® tillage tools and seeding equipment.

However, during one of their trips to the nearby dealership — where Wheeler says they purchase approximately 95 percent of their equipment — they discovered the Fendt® tractor line, which was added to Livingston's product line just a few years ago. Wheeler says their first Fendt purchase was a Fendt Model 712 tractor, equipped with a loader, which is used to handle hay bales and to pull the hay rake.

"It took a little time to get used to it, but the Vario CVT transmission is unbelievable," he says, noting that he purchased the 712 approximately three years ago. "We can load and stack bales faster than we ever could before. It doesn't hurt, either, being able to run almost 35 miles per hour down the road when you're moving hay or going to the field."

Fact is, Wheeler was so impressed with the tractor that he purchased a Fendt 930 Vario just a year later. The larger model, he explains, is used for operating the large square baler, pulling the Sunflower drill and for most of the tillage.

"The best thing about the Fendt is the fuel savings," Wheeler relates, noting that the cab suspension and air brakes on the 930

## Bullish On Fendt Tractors



**"The best thing about the Fendt is the fuel savings. They've cut our fuel costs nearly in half."**

- WILL WHEELER, WHEELER FARMS

Brett Deering/AP Worldwide via Red Barn Media Group

also caught his eye. "They've cut our fuel costs nearly in half. I've easily planted 900 acres of wheat with the 930 on just two tanks of fuel, which is about 300 gallons. With the old tractor, it would take between 450 and 500 gallons of diesel to cover the same area."

Wheeler says even his old loader tractor would have to run at rated speed just to power the loader and hydraulics or to maintain maximum transport speed. In contrast, the Vario CVT transmissions in his Fendt tractors allow the engines to idle down when power and torque aren't required.

"I've been really pleased with both tractors," he said. "But even more, we've been pleased with Livingston Machinery Company as a dealer. If we need service on a machine, they're here that same day, or the next day at the latest," he concludes.

"Sometimes, they just show up when we don't need anything, just to make sure everything is working the way it should."

## Fendt Unveils New 800 and 900 Series Tractors

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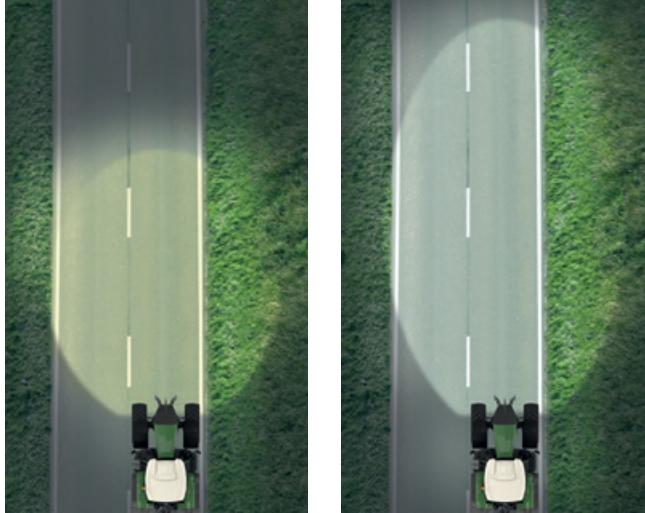
Introduced to dealers just a few weeks ago, the latest generation of Fendt high-horsepower tractors go far beyond Tier 4 Final compliance to meet today's stringent clean air standards. The new 2014 Fendt 800 and 900 Series tractors also offer more cutting-edge technology, more horsepower and better torque curves than ever before ... not to mention improved fluid efficiency.

During their design and development, Fendt engineers also incorporated a wide range of advanced features that improve efficiency and productivity. That, of course, translates into lower fuel consumption per acre/hour, lower operating costs and reduced maintenance.

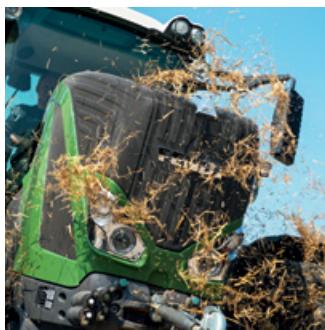
Following are just a few of the technological advancements and convenience features customers will find on the new 800 and 900 Series models.

- New Varioterminal 10.4-B offers greater contrast and a smartphone look and feel
- A new Varioterminal bracket permits a high degree of motion for adjustment
- New Variotronic features, including advanced Load Limit Control, Section Control and VarioDoc documentation
- Redesigned multi-display dash panel
- Segmented windshield wiper with 180 degree and 300 degree coverage
- New cooling package and reversible, electronically controlled cooling fan
- New front power lift with position control and load relief control
- Factory-installed 1,000-rpm front PTO option
- LED lights and manual headlight leveling
- Delayed light shutdown
- New VarioGrip tire pressure regulation system, which provides from-the-cab control of front and rear tire pressure
- New central hydraulic control block and main hydraulic pump that reduces parasitic power loss
- New rear hitch and drawbar features matched to North American applications





The low and high beams use the newest Bi-LED lamps, combined with headlamp leveling for precise control of illumination and visibility, whether you're on the road or in the field. The work lights and corner lights also utilize LED lamps.



The cooling package fan can be reversed for cleaning by swinging the blades over dead center to reduce downtime and increase engine performance. Fan reverse intervals are controlled through the Varioterminal and can be at automatic specified intervals or on-demand.



## Upcoming Events

Check out the new Fendt 800 and 900 Series and much more about Fendt for yourself at one of these upcoming events.

### February

National Farm Machinery Show  
Louisville, Kentucky  
February 12-15

### April to November 2014

Fendt Field Days 2014– Participating Fendt dealers are taking the lead in arranging Fendt Field Day events in 2014. Check with your Fendt dealer for details. Dealers in Oklahoma, Ontario, Michigan, Wisconsin, Pennsylvania, Quebec, Alberta and Saskatchewan are all looking into holding a Fendt Field Day, so please keep in touch with your dealer and watch for announcements on [www.fendtfielddays.com](http://www.fendtfielddays.com).

### August 26-28

Farm Progress Show  
Boone, Iowa

### August 26-28

Expo-Champs  
Saint-Liboire, Quebec

### August 27

European Fendt Field Day  
Wadenbrunn, Germany

### September 16-18

Ohio Farm Science Review  
Columbus, Ohio

Be sure to watch future issues of the Fendt quarterly newsletters for more in-depth articles on new Fendt features. Or, take a closer look for yourself at an upcoming farm show or Fendt Field Day near you.

# A Top-Quality Tour



## *More than 100 people enjoyed the 2013 Fendt Dealer/Customer Trip to Germany*

Bryan Beck may not yet be a Fendt tractor owner, but he still realizes the benefit of traveling to Germany to tour the Fendt factory and attend the Agritechnica trade show. Beck, who farms near Tionesta, Pennsylvania, was just one of more than 100 individuals who participated in the Fendt Dealer/Customer Trip to Germany this past November 6-13.

"Agritechnica is absolutely amazing," he says. "It spoils you for any farm equipment shows we have here in North America, but it also makes you realize how significant AGCO and Fendt are as world players compared to the rest of the industry," he adds, noting that he already owns several AGCO brand products. "It's amazing to see how the Europeans regard AGCO and its products."

For the 91 dealers and customers and nine AGCO employees who made the 2013 trip, the adventure started in Marktoberdorf, Germany, with a tour of the Fendt world headquarters and factory, which was recently remodeled, expanded and opened in September 2012. From there, the group traveled to Neuschwanstein and Nesselwang, where they enjoyed tours of castles and museums, enjoyed beer tasting and finished the day with dinner by the medieval Falkenstein Castle ruins. Next for customers on the trip, it was on to Munich where participants had the option of taking a farm tour, shopping or taking in a palace and museum tour. Sunday, November 10th, after taking the high speed train, it was another

Top right: Visit to the Fendt factory in Marktoberdorf, Germany. Trip attendees arrive at the main entrance of the recently expanded Fendt Forum visitor center. Factory tours, presentations, tractor driving and shopping in the Forum followed.

At right: Farm visits Nov. 9. Dr. Josef Hiemer with the Bavarian Ministry of Agriculture set up the group for a big surprise with the visit to the first Bavarian farm. The farm has a substantial biogas electric generating plant powered by gas produced in a digester fed with the dairy cow manure and other materials such as out-of-condition grain or feed, or even corn silage harvested specifically to feed the biogas production. This is common in Germany today. The Canada and USA farmers were surprised to learn that the farm earns more income from power sales than from milk sales.

**"...one of the things that impressed me most was the quality control that went into making the gears for the tractors. Rather than pulling a sample from each batch to check against the specs in some quality control lab, they had machines right there on the line to check each and every gear."**

— RICHARD KOHNEN, AGCO DISTRICT DIRECTOR





Top left: After the tour inside the castle, many members of the Fendt trip hiked still further up into the Bavarian Alps to see the spectacular view of Neuschwanstein from the famous and romantic Marian's Bridge.

Bottom left: A tour to Germany is hardly complete without a brewery tour. The Fendt tour stop at a small family-run brewery to learn about the German beer purity laws and sample their wares.

day of city touring and relaxing ... this time in Hannover, where they stayed the next two days to attend Agritechnica 2013, the world's largest agricultural equipment exposition.

While customers visited Munich and Hannover, Fendt dealers on the trip had the opportunity to attend a special Fendt product preview Saturday evening and then visit Agritechnica Sunday on the first of the two special VIP preview days the show offers.

According to Richard Kohnen, AGCO district director for Eastern Canada, the trip was one of the best he had ever been associated with through AGCO, or any previous employer. All total, approximately 18 dealers, customers and prospective customers from Quebec made the trip, which he describes as "very impressive."

"We had customers in the group who had been on other trips with John Deere, New Holland, etc.," he relates. "But they all expressed to me that this trip surpassed anything previous in terms of quality. Not only were they pleased with the schedule, accommodations and hospitality, but they were impressed with the fact that everything but their airfare was covered in the price."

In contrast, Kohnen stated that one customer told him that he had once gone on a trip with another equipment manufacturer and was surprised almost daily with extra expenses.

"One day, he commented to me that, other than to pay for souvenirs, he had gone as long as three days on this trip without opening his wallet," he adds.

Top right: Another classic visit to Germany experience is the world famous beer hall in the Hofbrauhaus in Munich. Looking at those steins you can see the Germans won't stint on quality OR quantity when it comes to beer.

Bottom right: Munich is one of the great cities of Europe and has been so for centuries. The group that elected the palaces and museum tour enjoyed some of Munich's heritage such as the Nymphenburg Palace.

**"...the Fendt Tour gives you confidence that AGCO as a whole is cutting-edge company. The Fendt factory just exudes quality and I can already see where some of that technology has trickled down to all the other AGCO brands," he continues. "It just makes you excited about where they are headed."**

— BRYAN BECK, TIONESTA, PA

The day after the Fendt factory tour, the group enjoyed a visit to one of the most famous tourist destinations – Neuschwanstein castle near Fussen, Germany. The weather was extraordinary for November, making the visit with its hike up the mountain especially pleasant.





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— RICHARD KOHNEN, AGCO DISTRICT DIRECTOR

Kohnen says everyone from Quebec was also impressed with the cleanliness, quality control and professionalism at the Fendt factory ... himself included.

"This is the first time, even for me, to visit the Fendt facility," he comments. "One of the things that impressed me most was the quality control that went into making the gears for the tractors. Rather than pulling a sample from each batch to check against the specs in some quality control lab, they had machines right there on the line to check each and every gear. Of course, the assembly line, test track and every other part of the factory was equally professional."

Had the trip ended there, most people would have been satisfied, given the chance to visit the historical sites and see the Alps on the southern skyline of Marktoberdorf. Yet, the trip wasn't even half over.

"I even enjoyed the high-speed train ride to Hannover," Kohnen recalls. "It gave us all a chance to see some of the German countryside as we passed through the rural areas. I don't think I'm being biased, either, when I say that AGCO had the best display at the Agritechnica show. I had been there once before in the 1990s, but it has grown tremendously in size. I was amazed at the number of interactive displays and stage shows sponsored by exhibitors."

The November trip certainly wasn't the first for Ralph Witmer, owner of Witmer's, Inc., the Fendt dealership in Salem, Ohio.

"This was either my third or fourth trip," says Witmer, "but it was still a very special tour. I've even been to the factory before, but not since it was enlarged and remodeled. It was very impressive to see the quality and professionalism that they put into tractor manufacturing."

"It's just a shame that more people in the U. S. can't experience Agritechnica first-hand and see the Fendt factory for themselves," Bryan Beck concludes. "Right now I'm not a Fendt owner, although I'm sure I will be in the future, but the Fendt tour just gives you confidence that AGCO as a whole is cutting-edge company. The Fendt factory just exudes quality and I can already see where some of that technology has trickled down to all the other AGCO brands," he continues. "It just makes you excited about where they are headed."

See more photos of the trip on our [fendtfielddays.com](http://fendtfielddays.com) site at <http://bit.ly/Hr9Zt0>.

**AGCO**  
Agriculture Company



# AGRI TECHNICA

The World's No. 1

Top left: Exhibit hall number 9 at Hannover is dominated by the AGCO Corporation exhibits including Fendt, Challenger, Massey Ferguson, Fella, Valtra and, of course, Fendt. In the right foreground, the 700 Series Fendt with duals is the first North American configuration Fendt ever exhibited at Agritechnica.



Center left: The Fendt North America trip to Germany brought 102 Fendt owners, Fendt prospects, dealer personnel & AGCO employees to the massive Agritechnica show in Hannover. Plus, from Nov. 6 to Nov. 13, the group saw the new Fendt factory and a host of other sites and experiences in Germany.



Bottom left: The Fendt exhibit featured the X Concept tractor – the result of Fendt design and engineering to develop a tractor with an integrated electric generator that could be used to power implements and attachments. In the future, tractors and implements could be more efficient and more flexible to configure than is possible today with the mechanical PTO and hydraulic systems that provide power from the tractor to implements and attachments.





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# FENDT

Gold Star Customer Care

Contact your Fendt dealer or AGCO Answers for more information.

## Arriving soon at Fendt dealerships

The newest generation of the Fendt 800 and 900 Series tractors were recently unveiled at the AGCO dealer meeting in Denver and at the National Farm Machinery Show in Louisville, Kentucky.

See your Fendt dealer soon to learn more about these new tractors. A package of information about the latest new technology from Fendt — including new English and French 4-page product introduction flyers with specifications — is now on its way to Fendt dealers in Canada and the USA. To learn more about opportunities to see these tractors in person, see the calendar of events on page 3.

If you just can't wait, download product information at [fendtfielddays.com](http://fendtfielddays.com).

FOLLOW the FENDT brand worldwide at: [facebook.com/FendtGlobal](https://www.facebook.com/FendtGlobal)



We are happy to send you the Fendt newsletter, but if you wish not to receive it, call us at



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