

Performance Is Not A Gambling Matter



Front: Kevin Blankenship, Claire Hoekstra and Sheryl Hoekstra. Back: Berwyn VanBuren, Alex Hoekstra, Jason Prochnow, Jeff Hoekstra, Zach VanBuren and Dan Hoekstra.

Right: Jeff Hoekstra with Fendt 924.



Custom farmer Jeff Hoekstra has never really been a gambling man. On the contrary, he insists he wouldn't be where he is but by the grace of God. However, he has been known to bet any customer who goes for a test drive in one of his Fendt tractors up to \$100 that they can't honestly say it isn't the best tractor they've ever driven. He also has so much confidence in his equipment, his work and that of his seven-man crew that he provides a 100 percent satisfaction guarantee to his customers. If they're not completely satisfied with the work, there's no fee.

That's part of the reason Hoekstra is totally sold on Fendt tractors. When there is hay to be cut at the right stage of maturity, or crops to be baled at the ideal moisture level, he wants tractors he can rely on day in and day out. Each year, Hoekstra and his crew cover between 50,000 and 70,000 acres around his home base near Waupun, Wisconsin. That includes multiple trips for cutting hay and merging it into windrows, baling hay, straw and corn stalks, tillage, spraying crops, hauling manure and planting everything from alfalfa, wheat and corn to peas and lima beans.

"I used to use John Deere® tractors that were traded every two years so they were always under warranty" he says, noting that he began custom farming approximately 17 years ago.

"Well, I had traded for a second Deere with their new IVT transmission," he continues. "However, during the day, after the tractor heated up, it wouldn't move very well. I told the dealer the reason I buy new equipment is so I can always be available to get the job done when the customer needs me."

Hoekstra says it finally got to the point that he told the dealer they had the weekend to figure out what they were going to do, or he was going to try a Fendt®.

"I don't think they believed me," he grins. "From the first time I drove one, I was so sold on Fendt that I've never bought anything but Fendt tractors since."

While Hoekstra is too humble to admit it, the staff at McFarlanes', Hoekstra's Fendt dealer in Sauk City, Wisconsin, often credit him for influencing the sale of at least 30 new Fendt tractors since then.

Hoekstra relates that his present inventory includes a Fendt 930, a 924 and two 824 tractors, as well as a full line of equipment, including triple mowers that fit the front and rear 3-point hitch systems on his tractors, and two Hesston by Massey Ferguson® Model 2270XD large square balers.

"The majority of our work is within 30 miles," says Hoekstra, who also owns a small dairy, and farms around 800 acres of his own land. "However we have gone as far as 80 miles ... which is another reason I like the Fendt tractors. In the time it takes to load equipment on a truck, tie it down, make the trip and unload it, a Fendt tractor can be there and ready to go. They're so fast and smooth on the road, you can cover 30 miles in about an hour."

Still, Hoekstra says his greatest benefits from owning Fendt tractors are the fuel efficiency and the reduced amount of fatigue. While his customers are responsible for the fuel expenses, they can't help but appreciate the reduction in their total bill.

"I would say what we're saving in diesel over Deere averages about five gallons per hour," he continues. "Shortly after I bought my first Fendt, one of my employees was using a John Deere 7820 to pull a vertical tillage machine and averaging 12.4 gallons per hour. When we hooked the Fendt 818 onto it, we not only pulled it better than the Deere, but the fuel consumption dropped to 6.9 gallons per hour.

"One of the biggest things we've found with the Fendt, though, is the fatigue is just not there," Hoekstra continues. "There are a lot of times that we put in 14 to 16 hours in a day, and what we've noticed is that everything from the seat to the controls to the ride, lets us go a lot longer in the field.

"If it weren't for our Fendt tractors, I don't think we would be doing near as much business as we are now," Hoekstra concludes. "I just replaced one of them a month ago and have two more replacements on order for December. Of course, the service I get from McFarlane's has been outstanding, as well," he adds.

"If something doesn't perform the way I expect it to, I'm not afraid to trade it," he admits. "I've traded off machines with less than 200 hours on them."

So the fact that Hoekstra has owned 13 different Fendt tractors in the last eight years says a great deal by itself. These days, he wouldn't have anything else.

A Breath Of Fresh Air

A tractor may have the best torque rise and horsepower rating in the industry, but it can still be brought to its knees if the engine overheats. Fortunately, Fendt engineers didn't overlook the cooling system with the design of the newest 800 and 900 Series tractors.

"For one thing, the cooler surface areas are 25 percent larger than they were on the previous Series," says Blake Laethem, product marketing specialist for Fendt tractors. "Other changes include a larger water pump, an additional intermediate intercooler with its own cooling circuit and electric water pump, and a larger oil cooler module on the engine," he adds, noting that the auxiliary hydraulic oil is cooled by the transmission oil through a heat exchanger. "All are mounted ahead of the engine with plenty of access for cleaning."

However, one of the most unique updates are a larger fan cross section and a new reversible fan option. According to Laethem, the standard Viscronic electronically controlled viscous clutch fan features a larger-diameter fan that varies in speed, depending upon the cooling requirement. Moreover, each cooler in the cooling package can control the fan independently. Variable speed, of course, means a lower fan speed under low cooling requirements. That, in turn, translates into lower fuel consumption, lower noise levels and less dirt in the cooler.



"A new option, though, is an electronically controlled reversible fan, which is available on both the 800 and 900 Series tractors," Laethem explains. "Because it has a rigid fan drive — which means no belt slippage — cooling intensity is adjusted by electronically turning the blades on the fan to adjust the pitch. However, the blades can also be turned over-center to reverse the air flow direction, in effect purging dirt and debris from the cooling unit and air intake screen."

Laethem notes that this feature is particularly valuable when working in dusty conditions, like mowing, tedding or baling hay, or performing certain non-agricultural operations. Air-reverse intervals can be performed on demand or automatically at prescribed intervals programmed via the Varioterminal. In the meantime, cooling intensity is automatically and continually adjusted to meet cooling requirements.

"Both fan types are extremely efficient and only add to the performance and fluid efficiency for which Fendt have become known," he concludes. "It's one more reason there is nothing like a Fendt."

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.

Fendt Sales/Lease Incentives Abound



If you've been thinking about buying a Fendt, adding another Fendt to the fleet or just leasing a Fendt tractor to see if what other Fendt owners say is true, now is the time, says Clancey McCray, senior marketing specialist for high-horsepower tractors.

"We understand farmers' needs to have access to competitive financing and affordable technology," she says. "So we've put together new finance and lease programs that allow farmers to get into a Fendt with less risk and less cost. We've also added a few free options for those who wish to purchase a new Fendt."

The special offers start with low interest rates on both retail sales and lease agreements that are signed prior to June 30, 2014. Fendt 700, 800 and 900 Series tractors pre-sold before the deadline are eligible for an upgrade bonus and great financing at 0% interest for 36 months, 0.49% for 48 months or 0.99% for 60 months.

It's not just pre-sells that are eligible for great financing, either. Choose a unit on the dealer's lot and sign the contract prior to June 30 for lease finance offers of 0% for 36 months, 0.99% for 48 months and 1.49% for 60 months.

"In addition," McCray explains, "the lease includes a special 5% residual buy up, which affects the calculated residual value and ultimately lowers the lease payment."

If you miss the early deadline, though, you can still benefit via the upgrade bonus on a Fendt purchase prior to September 30, 2014. Eligible pre-sell 700 Series models receive a free upgrade to the 10.4-inch monitor. Pre-sell contracts on a Fendt 800 and 900 Series tractor will include a free upgrade to the Profi Plus version, which includes VarioActive Steering and comes ready for VarioGuide installation.

So don't delay. See your Fendt dealer soon for more details and special terms or conditions.

An Unbeatable Combination

A Fendt 700 Series tractor and CargoProfi loader offer capabilities that are unmatched in the industry.

Anyone who has operated a Fendt tractor or been around one already knows the type of technology and intelligent functions built into each model. However, as one insurance company's television ads might ask, "Well, did you know that" Fendt offers an equally intelligent front-end loader that is fully integrated into the Fendt Varioterminal?

"The Fendt CargoProfi loaders are one of two Fendt factory-built loader series designed for the Fendt 700 Series tractors," says Reid Hamre, AGCO brand marketing manager for Fendt products. "The complete line of Cargo loaders include the 4X/85; 5X/85 and 5X/90, along with two CargoProfi models — a 5X/85 and a 5X/90."

The primary difference between models, Hamre explains, is the maximum lift capacity and the lifting height. Of course, both series and all models share a number of quality features, including a standard multi-coupler that allows all hydraulic lines to be connected at once with one hand movement — even under pressure. All Fendt Cargo loaders also have the hydraulic lines, as well as the damping reservoir and hydraulic valve block, protected inside the frame members and cross beam to protect them from dirt and damage, while improving visibility. As for control, all loader functions can be managed via the Fendt crossgate lever — including a third and fourth hydraulic circuit.

Fendt engineers were also attentive to strength and durability when they designated high-strength steel and incorporated one continuous welded seam. Plus, the ergonomic design permits all tractor maintenance to be performed with the loader mounted.

Fendt Cargo and CargoProfi Loaders

Model	Cont. lift capacity*	Max. lift capacity	Lifting height**	Series
4 X / 85	5845 lbs.	6744 lbs.	163.4 in.	700
5 X / 85	5845 lbs.	6744 lbs.	175.6 in.	700
5 X / 90	5845 lbs.	7778 lbs.	175.6 in.	700

* cont. full lift capacity based on pivoting point of quick-attach frame

** Lift heights dependent on tires

However, when you combine those same durability features with advanced electronic features that are only available from Fendt, you'll discover the benefits of a Fendt CargoProfi loader — the most advanced loader in the industry. Not only does it offer such unique capabilities as speed-dependent damping and electronic limitation of the working range, but it also offers memory functions and an integrated weighing function.

"Best of all, control and monitoring is all done through the Fendt Varioterminal and crossgate lever," Hamre explains. "That includes the working range for the loader arms and attachment, the assignment of functions for the crossgate lever and a weighing function, which can weigh each load and keep a running total of loads."

"It's easy to see how valuable some of these features can be to the typical Fendt customer," insists Blake Laethem, product marketing specialist for Fendt tractors. "As an example, a commercial hay producer can weigh each bale as it is being loaded on a truck, while also maintaining a running weight total of all the bales that go onto the load. In effect, he can optimize the load capacity of the truck or wagon, while ensuring the vehicle is not overloaded."

The same analogy could be applied for anyone who mixes livestock rations. With the push of a button, a producer can easily weigh the amount of silage, grain and/or hay being dumped into a mixer wagon, thereby replicating the quantity and feed value on each load.

The CargoProfi loader is also ideal for any job that requires recurring sequences, such as loading a truck. By selecting a working range for the arm and loader, the operator can set both a minimum and maximum value for height and tilt angle. Similarly, the operator can save two height and bucket positions that can be recalled with the simple movement of the crossgate lever. One might be the correct height for picking up a pallet, while the other is programmed to the height needed to set the pallet on a semi-truck bed.

"The working range limiter can also work as a safety feature," Laethem adds, noting that the operator can limit both lift height and tipping angle. "By setting an upward movement limit, the operator can help ensure against damage to buildings and the loader, especially when going in and out of buildings."

Whether you select the Fendt Cargo loader or opt for the innovative CargoProfi loader, one thing is certain. When combined with a Fendt 700 Series tractor, there's not a better combination in the industry.



Upcoming Events

Watch for Fendt Field Days 2014 announcements at www.fendtfielddays.com.

August 26-28

Boone, Iowa Farm Progress Show
Saint-Liboire, Quebec Expo-Champs

August 27

Wadenbrunn, Germany European Fendt Field Day

September 16-18

Columbus, Ohio Ohio Farm Science Review



Let's Go Shopping

Fendt tractor owners know what it means to have pride in their equipment. It's not vanity ... just self-esteem. Fortunately, AGCO offers a way to share your pride in style via www.shopagco.com. By simply clicking on the "Fendt" banner, shoppers can find a wide selection of shirts, including polos and tee shirts for both men and women; hats and accessories that sport the Fendt name or logo.

As Anne McGregor, global marketing manager for AGCO, explains, the selection of Fendt items continues to grow as new items become available to the North American market. In fact, four new items were added in April alone. They include a Fendt coffee cup, a Fendt shadow tee shirt and two new children's items — a baby bib and a toddler's tee shirt, both with a unique "Elefendt" logo, which shows an elephant driving a Fendt tractor.

"In addition, dealers have the opportunity to place custom orders for certain items," McGregor relates, noting that minimum quantities generally apply. "In the meantime, we will be adding new items to shopagco.com as the opportunity occurs. So I would urge our North American customers to check the site often. You never know what we might offer next."