



## “What Isn’t There To Like?”

To say that Woody Martin is sold on Fendt tractors would be a gross understatement. In fact, if you ask him what he likes about Fendt tractors, his quick response is, “What isn’t there to like?”

That’s especially evident when you consider that Martin, who owns Martin Custom Farming in Shippensburg, Pennsylvania, has owned 24 Fendt tractors since he purchased the first one in 2002 ... including the even dozen he owns at the present time. Eleven of those are Fendt 930 models, while the twelfth is an older Model 716 he uses on a mixer wagon.

“Like I tell anybody else who is considering a Fendt tractor, ‘You need to realize that once you buy a Fendt, you’re going to end up buying more of them.’”

As a custom farmer, Martin uses his Fendt tractors almost every day on several thousand acres annually — including his own 500-acre farm. While many of the jobs call for hauling and spreading liquid manure with nine 6,000-gallon tankers, he and his crew also use the 930s for tillage, cutting hay with a 32-foot triple mower or pulling a merger ahead of a self-propelled forage harvester.

“I realize it is overkill to use a 930 on a merger,” he admits. “But I’ve tried to streamline my tractor inventory so all the models are alike. I’ve had smaller Fendt models in the past,” he continues. “But I’ve found it’s easier to use a big tractor on a small job than to need a big tractor and find that the only one available is one that is too small for the application.”

Martin says that for a number of years, he used nothing but John Deere tractors. However, after going through about 14 transmissions in five years, he decided there had to be

another option. That’s when he bought his first Fendt from M.M. Weaver and Sons in Leola, Pennsylvania.

“Even though they’re about an hour and 45 minutes away, I still get better service from them than I did from the John Deere dealer who was six miles away,” he claims. “Plus, the tractors are much more reliable. They’re also extremely fuel efficient and they’re still the only one with a true CVT transmission.”

*“When I look back at the four or five ‘game changers’ that have shaped my business, switching to Fendt tractors nearly 14 years ago is one of them.”*

*– Woody Martin, Martin Custom Farming*

Martin notes that even though other brands have since caught up on the fast transport speed, Fendt was also the first to offer a 31-mph road speed, which dramatically increased productivity when hauling manure.

“They’ve had it from day one,” he notes. “And they’re still the only one with features like stability control and a braking system designed to handle the loads the tractor is capable of transporting,” he adds, noting that the Fendt tractors additionally operate the hydraulic brakes on the tankers.

Martin points to the comfortable ride is another feature that only a Fendt can offer — whether it’s in the field or on the road. Then, there’s the fact that he can control the triple mower through the Varioterminal, thanks to ISOBUS implement control.

“Hands down, there simply isn’t any other tractor that compares to a Fendt,” he concludes. “When I look back at the four or five ‘game changers’ that have shaped my business, switching to Fendt tractors nearly 14 years ago is one of them.”



## 1000 Series: More Than Just A New Tractor

Revolutionary ... Intelligent ... Connected ... A German Meisterwerk. Those are just a few of the words used to describe the new Fendt 1000 Series tractors. More than just a new tractor, the 1000 Series represents a new power class for a global market. Available in four models from 380 to 500 engine horsepower, the new 1000 Series is expected to be preview in North America as early as the first quarter of 2016.

While the 1000 Series tractors are designed to complete in the heaviest draft applications typically reserved for four-wheel-drive, track and articulated tractors, these machines feature a rigid frame and a standard-tractor design. Thanks to its flexible ballasting concept, the vehicle can be ballasted with up to 50 percent of its 38,000-lb. base weight, depending on need. This design allows for the versatility of use in draft, transport and heavy PTO applications.

Consequently, its compact design offers greater maneuverability, better visibility, better fuel economy and unmatched versatility.

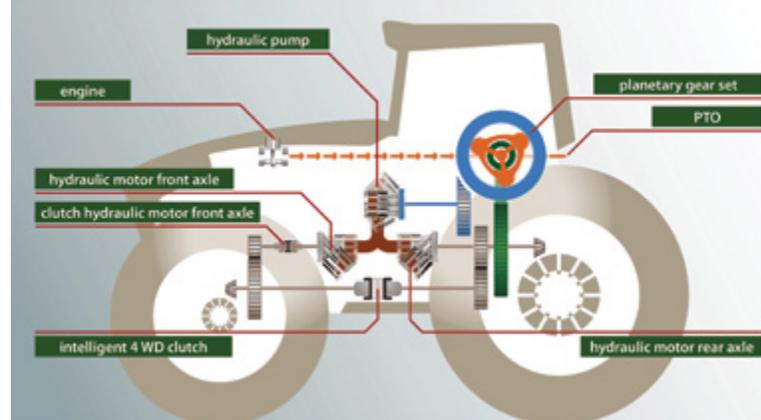
According to Josh Keeney, Fendt Tactical Marketing Manager for North America, the Fendt 1000 Series tractors are available with a 3-point hitch or with a swinging drawbar only to fit a wide range of applications, including draft applications and material transport. All four models are also available as a reverse station unit.

The Fendt 1000 Series is the first standard tractor with a new Fendt iD comprehensive low-engine-speed concept. With Fendt iD, which stands for innovative drive train, all components of the engine, transmission, hydraulics and cooling system were designed to match the "high-torque – low-engine-speed" concept to minimize fuel consumption.

Maximum output lies at a low 1,700 rpm, while the main working range lies between 550-1,150 rpm. The 1000 Vario reaches its maximum speed of 31 mph/h at a fuel-saving 1200 rpm.

*"The Fendt 1000 Series is far from just being a big version of a standard tractor. It's a totally new concept from the ground up."*

*– Josh Keeney, Fendt Tactical Marketing Manager NA*



"With the 1000, Fendt also developed a completely new drive train integrated with a new CVT," Keeney explains. "The concept is called VarioDrive. Up to now, the rear and front axle, when engaged, were supplied with torque in a fixed ratio. However, on the 1000 Series, the front axle is now driven by a second, separate transmission output independent of the rear axle.

"Since the front and rear axles are driven independently, it opens up a whole new range of benefits, including optimized traction, automated four-wheel drive and enhanced maneuverability," he continues. "Another unique characteristic is that when negotiating curves, the active front wheel literally pulls the tractor into the curve — a so-called "pull-in turn" effect. This feature alone reduces the turning circle in the field by 10 percent and dramatically reduces tire wear on the front tires when turning on the road."

Fendt engineers didn't quit there, though. They equipped the 1000 Series with a new Concentric Air System (CAS), which includes an integral reversing function. The system is decoupled from the engine and hydraulically driven, allowing it to be adjusted according to need. The result is up to 70 percent greater efficiency than a conventional fan.

The new Fendt 1000 Series is also available with an optional high-capacity hydraulic system that uses two independent, highly efficient hydraulic circuits. Two autonomous axial piston pumps allow the operator to meet different flow and pressure levels according to need up to 114 gallons per minute. Integral pressure limiting valves deliver the right amount of oil and pressure according to demand, so hydraulic capacity is perfectly adapted to the low-speed engine concept.

"So don't be fooled by appearance," Keeney insists. "The Fendt 1000 Series is far from just being a big version of a standard tractor. It's a totally new concept from the ground up."



**2015 Tractor of the Year  
and VarioGrip Innovation**



## Counting Their Blessings

The story behind Dey's Equipment Centre, Inc. in Tillsonburg, Ontario, reads a little bit like a dream-come-true fairy tale. In essence, it's the story of a young couple who started their own welding and repair business in a 40 X 40-foot building in February 2000... and in just 15 years transformed the venture into one of the largest Fendt and AGCO brand dealerships in Canada. It all began when Jake Dey left a job as a service technician at a John Deere dealership to start the repair business with his wife, Dori.



"We struggled at first just to find a niche in the market place as we went from welding/fabricating and painting equipment to repairs of all sorts of equipment to make ends meet," says Jake. "However, by 2003, the business had grown into an established agriculture repair center and we somehow caught the eye of AGCO Corporation, who, I guess, was looking for some 'young blood' to re-establish the AGCO brands in the area."

"Since becoming an AGCO brand dealership, our business has continued to evolve and expand to meet our customers' needs," Jake adds, noting that they expanded the building several times since. "One of the best examples of our commitment to quality and service, though, was our decision to add the Fendt brand in 2011."

Noting that the Fendt tractors practically sell themselves, Dey says it was definitely the right decision at the right time.

"In the niche market, where Fendt is positioned — basically 125 horsepower up to about 390 engine horsepower — we now sell more Fendt tractors than anything else."

Dey explains that even though Fendt tractors have gained a reputation for their total fluid efficiency, it's the reliability that really sells the product.

"A lot of times, when a customer comes to us about a Fendt, or we talk to someone about a Fendt, they've already done the homework and they know upfront why they want a Fendt," Dey relates. "Sometimes it's for the special equipment that Fendt offers, like air brakes or the cab and front axle suspension, but even more choose Fendt for the reliability."

"When we took on Fendt, we wasted no time in getting the customers who had frequent service issues due to extreme applications into a Fendt tractor," he adds. "And that alone pretty much resolved the issues right away."

Another key selling point, Dey explains, is the service they provide. Since service was the foundation of their business when it was started as a repair shop, that's one thing that hasn't changed. In fact, it's only gotten better.

"We currently have 10 service technicians and several service bays, but mobile service is a big part of our business," he explains, noting that an ag technology specialist is included among their 26 employees.

Although the majority of the Fendt models Dey sells are 700 and 800 Series tractors, which find heavy use among livestock producers, they also sell a fair number of 900 Series units. The latter are used on everything from tillage and manure tankers to commercial "dirt dumper" wagons. However, some of Dey's most recent sales involve the Fendt 500 Series, a new line of models that is still months away from delivery. Fact is, Dey has already pre-sold two 500 Series models, which aren't due to arrive until March.

***Dey's Equipment Centre, continued on page 4***



*"One of the best examples of our commitment to quality and service, though, was our decision to add Fendt in 2011."*

***Jake Dey,  
Dey's Equipment Centre, Inc.***

### **An All-Inclusive Vacation**

*Jake and Dori Dey have dreamed for years about organizing a customer trip to Germany's Fendt factory. Unfortunately, a young growing family and a busy schedule have prevented it. That all changed this past summer, though, when Dori took the initiative to organize a family trip to Europe and tie in a visit to Holland, where the family has relatives. The trip also included a Fendt factory tour and the Agritechnica show, which gave the couple the confidence to organize a customer tour at a later date.*

*"We were very impressed with the incredible effort and pride manufacturers put into setting up their booths," Jake recalls. "AGCO had one complete machinery hall all to themselves and set up a beautiful show."*



**Upcoming 2016 Events**

- |   |  |
|---|--|
| <p><b>Jan. 28-30</b><br/>Salon De Agriculture/Simaq<br/>Quebec</p> <p><b>Feb. 10-13</b><br/>National Farm Machinery<br/>Louisville, KY</p> <p><b>March 3-4</b><br/>London Farm Show<br/>Ontario</p> <p><b>March 29-31</b><br/>WPS Oshgosh Farm Show<br/>Oshgosh, WI</p> <p><b>June 15-17</b><br/>Canada FPS<br/>Regina, SK</p> <p><b>July 19-21</b><br/>Wisconsin Farm Tech<br/>Madison, WI</p> <p><b>Aug. 3-4</b><br/>Manure Expo<br/>London, OH</p> | <p><b>Aug. 16-18</b><br/>Ag Progress Days<br/>PA Furnace, PA</p> <p><b>Sept. 6-8</b><br/>Expo De Champs<br/>Saint Hyacinthe</p> <p><b>Sept. 13-15</b><br/>Canada Outdoor<br/>Woodstock</p> <p><b>Sept. 20-22</b><br/>Ohio Farm Science (AGCO)<br/>London, OH</p> <p><b>Oct. 4-8</b><br/>World Dairy Expo<br/>Madison, WI</p> <p><b>Nov. 2016</b><br/>Agri-Trade<br/>Red Deer</p> |
|---|--|



**Tractor of the Year**

*Fendt was certainly the big winner at the 2015 Agritechnica show. Not only was the Fendt Model 1050 named the 2016 Tractor of the Year, but the Fendt VarioGrip tire pressure regulation system was awarded a gold medal for innovation. It's been reported that the Fendt Model 1050 on display was also the most photographed tractor at the semi-annual show in Hannover, Germany.*



A recent trip to Germany, which included a tour of the Fendt factory and Agritechnica, was a dream-come-true for Jake and Dori Dey.

**Dey's Equipment Centre, continued from page 3**

"Both customers already have other Fendt tractors," he says. "So they already know about Fendt reliability and the unique features Fendt has to offer.

"We have a few other producers who were thinking about a 700 Series model, but are now waiting to look at the 500 Series," Dey continues. The 500 Series models are a little smaller and a little more nimble in some situations, so they have their own unique appeal."

Dey says the only thing holding him back right now is the value of the Canadian dollar compared to the Euro and the U. S. dollar. If the exchange rate disparity was less, he believes, he could sell even more tractors.

Still, Dey is optimistic about sales. The fact that he ordered several additional 500 Series models to compliment the 700, 800 and 900 Series models that already blanket the sales lot has already proven his faith in Fendt.