



WWW.FENDT.COM | 1ST QUARTER 2016

**FREE FENDT
HAT OFFER!**
SEE BACK PANEL FOR DETAILS



Fendt 1000 Vario Unveiled In North America

Covered with a large, black shroud until the magic moment, the first new Fendt 1000 Vario tractor seen in North America posed an impressive profile for nearly 1½ days at the National Farm Machinery Show, held this past February 10-13 in Louisville, Kentucky. By the time the countdown clock reached zero at noon on the second day of the show, the gathered crowd got its first look at a Fendt Model 1050 as the shroud was officially removed for the public.

However, in appropriate fashion, Fendt dealers and their invited guests were treated to their own private unveiling the previous evening as Stuart Maxwell, product specialist for AGCO high-horsepower tractors, seeding and tillage products, called for the newest member of the Fendt family to be unveiled.

"This is a tractor that can be used in a wide variety of applications," Maxwell stated

during the unveiling ceremony. "Thanks to its low unladen weight of around 30,000 pounds, the Fendt 1000 Vario tractors can be balanced and ballasted for any number of jobs, in effect taking the place of both a large row crop tractor and a four-wheel-drive tillage tractor. That includes applications that require low ground pressure, such as pulling a large planter or air drill. Yet, its flexible ballasting concept also allows the tractor to be ballasted for better traction in tillage operations or loaded with chemical tanks as needed up to 50 percent of its base weight."

Chad and Justin Onken, who already operate six Fendt 933 Models as Onken Ag Service in Carroll, Iowa, were among the more than 100 invited guests to witness the special dealer/customer unveiling. Both commented that they could already see a 1000 Vario model having a place in their custom application business.

Although most of their activities revolve around manure hauling and spreading, Chad says they also spread everything from municipal lime to rock throughout the state of Iowa.

"We're running spreaders that have a capacity of 40 ton plus," he relates. "The 933 is an awesome tractor, but there are times on big hills that we could use a little more horsepower."

"With the new 1000 Vario being a little heavier and having more power, I can see it helping us do the job a little more efficiently," Justin adds, noting that they're already putting 1,500 hours a year on each of their 900 Vario tractors. "It sounds like the separate CVT transmission for each axle might also help on turns and rough terrain."

William Metzger, who operates Highland Custom Farming near Maxwell, Ontario, was equally impressed with the 1000 Vario tractors. Using five Fendt tractors, along with three four-wheel-drive articulated tractors, Metzger and his team of 10 employees custom farm around 9,000 acres ... often making multiple passes over most fields.

UNVEILED CONTINUED ON PAGE 2 >

"WE'RE RUNNING SPREADERS THAT HAVE A CAPACITY OF 40 TON PLUS ... THERE ARE TIMES ON BIG HILLS THAT WE COULD USE A LITTLE MORE HORSEPOWER." < CHAD ONKEN ONKEN AG SERVICE, CARROLL IA





A New Tractor Calls For A New Engine

It's already been established that the new Fendt 1000 Series tractors aren't any ordinary machines. As the world's largest rigid-frame, conventional tractors, they create a totally new power class and category. Four models make up the new series: the 380-hp Model 1038, 420-hp Model 1042, 460-hp Model 1046 and the top-of-the-class Model 1050 at 500 engine horsepower.

However, according to Josh Keeney, Fendt Tactical Marketing Manager for North America, the Fendt 1000 Series also launches a new precedent with its compact 12.4-liter, six-cylinder MAN engine that was developed to Fendt's specifications.

"The Fendt 1000 Vario is the first standard high-horsepower tractor with the comprehensive Fendt iD low

engine speed concept to minimize fuel consumption," he explains. "That means that all horsepower consumers, including the engine, transmission, fan and hydraulic units were designed and coordinated to meet Fendt's unique 'high-torque – low-engine-speed' innovation."

This means that maximum torque of 1,770 ft. lbs. occurs at only 1,100 rpm for the Fendt Model 1050, despite it being the largest of the four models. In fact, the typical work range lies between 1,150 and 1,550 rpm with the rated engine speed being a low 1,700 rpm.

"The low rpm levels for transport are equally impressive," Keeney relates. "The maximum speed of 31 miles per hour, for example, occurs at a fuel-saving 1,200 rpm; and at 25 mph, the engine speed is a mere



950 rpm. Part of the secret is the VTG (variable turbine geometry) turbocharger, which ensures dynamic performance and high torque in the lower speed range."

To meet current EPA emissions standards, the MAN engine uses a combination of AGCO's proven SCR (selective catalytic reduction) system and an exhaust gas recirculation system. Due to the engine's low speed characteristics, a diesel particulate filter or diesel oxidation catalyst, such as those found on some large tractors, is not needed.



CHAD AND JUSTIN ONKEN, CARROLL, IOWA, LEARN MORE ABOUT THE FENDT 1000 VARIO.

"I CAN SEE IT BEING VERY POPULAR FOR PUSHING SILAGE, TILLAGE AND MANURE APPLICATION, PARTICULARLY WHEN MANURE IS BEING INJECTED INTO THE GROUND WITH THESE BIG TANKERS WITH INJECTION SHANKS." > JON BAUMAN LOWE & YOUNG, WOOSTER, OH

1000 SERIES UNVEILED > CONTINUED FROM PAGE 1 > "The whole idea behind having a tractor like this is that it would be a lot more universal," he says, in reference to the 1000 Vario. "We could use it in place of a four-wheel-drive; yet, we could hook the big square baler behind it. On the other hand, I can't picture pulling the baler with a four-wheel-drive.

"The other thing is all the controls on this tractor would be familiar to anybody who has driven any of the other Fendt tractors," he adds. "I can certainly see a place for it."

While a Fendt 1000 Vario might be a big jump for John Takacs, who operates a hay and straw business near Wellington, Ohio, Takacs says it's not out of the realm of possibilities as balers get larger and require more horsepower.

"The transport speed is just one of the reasons I switched to Fendt from another brand about three years ago," he says. However, as equipment grows larger in size, so do the power requirements."

"From what I've heard, it looks like a Model 1038 will be very competitively priced compared to a Model 936," says Jon Bauman, a service technician with Lowe & Young, Inc., Takacs' dealer in Wooster, Ohio. "I can see it being very popular for pushing silage, tillage and manure application, particularly when manure is being injected into the ground with these big tankers with injection shanks."

Considering the response from those who saw the tractors firsthand, it appears that the Model 1050 unveiled in Louisville may be just the first of many Fendt 1000 Vario tractors to drive on North American soil.



"THE TRANSPORT SPEED IS JUST ONE OF THE REASONS I SWITCHED TO FENDT FROM ANOTHER BRAND ABOUT THREE YEARS AGO." > JOHN TAKACS WELLINGTON, OH

Vanderloop Equipment Marks 16 Years Of Fendt Sales

Established nearly 65 years ago in Brillion, Wisconsin, Vanderloop Equipment has always been one to market cutting-edge equipment and innovative technology. So it wasn't surprising that they were also one of the first dealers in the U.S. to add the Fendt brand to their product lineup in 2000. Since that time, Fendt has become a major product line for the dealership, often filling a niche market.

According to General Manager Robb Vanderloop, the dealership was actually started in the early 1950s by his father and grandfather as a dealer for Sheppard tractors, which, like Fendt, was ahead of its time as one of the first tractor brands to build its own diesel engines. However, Sheppard stopped building tractors in the mid-1950s, causing the family to turn to Massey Harris and, ultimately, Massey Ferguson.

"Throughout that time, the company has been a family owned business," says Vanderloop. "Three of my dad's brothers joined the company shortly after it was started. Then, my cousin and I joined the business, which meant that, at one point, there were seven of us involved in the dealership."

However, with retirement and family deaths, management has reverted to the third generation of Robb and his cousin,

Carey Vanderloop. In addition, Robb's son, Mark, has joined the operation as an investor and service writer, marking a fourth generation. Meanwhile, Vanderloop Equipment has expanded to two additional locations, having opened a store in Marathon, Wisconsin, in 2000, followed by another location in Leon, Wisconsin, just six years ago.

"Fendt has been a good brand for us, but we have to take a little different approach with Fendt and sell it on value and productivity, rather than price," Vanderloop relates, noting that their largest market is dairy, grain, hay and forage, and livestock customers. "We try to find out how potential customers are using a tractor and look for niche markets. In fact, we're looking at a bid right now for a tractor that will be used at the airport."

Similarly, Vanderloop has placed several Fendt tractors with snowmobile clubs and snow grooming companies (see 1st quarter 2015 issue), due to their economy and versatility. However, Vanderloop says nearly 50 percent of the Fendt tractors they sell still go to customers who do mostly custom and contract work, largely because of the efficiency and productivity that Fendt offers.

"We always stress the features Fendt is known for, like reliability, warranty and comfort," he adds. "We also maintain a strong resale market by refurbishing the



"WE ALSO MAINTAIN A STRONG RESALE MARKET BY REFURBISHING THE TRACTORS AND ADDING OUR OWN WARRANTY, WHICH ALLOWS US TO OFFER MORE FOR THEIR FENDT TRADE-IN."

> **ROBB VANDERLOOP, GM, VANDERLOOP EQUIPMENT**

tractors and adding our own warranty, which allows us to offer more for their Fendt trade-in. That also allows us to add another five to 10 percent to the residual value on a lease. As a result, we sell Fendt on the cost of operation, not on purchase price."

Last, but not least, Vanderloop says they take care of their Fendt customers, even after the warrant has expired.

"If it means bringing a tractor into the shop without charging for transportation, or replacing a light bulb at no cost after the warranty has expired, it's just something we do to develop repeat customers," he says.

Vanderloop says he can even envision a few of those customers moving up to the new 1000 Vario tractors introduced at the National Farm Machinery Show.

"I can see the 1000 Vario tractors having a place with our custom operators who can benefit from the versatility that this tractor offers," he adds. "There's not another tractor like it on the market, so we have to develop our own market for it, just as we have with all the other Fendt models."





420 W. Lincoln Blvd., PO Box 969
Hesston, KS 67062

FINANCE AT ZERO PERCENT

Whether you're in the market for a new or used Fendt, or would prefer to lease a Fendt tractor, now is the time to act. From now through June 30, 2016, your North American Fendt dealer is offering special financing on select Fendt models for applicants who qualify.

Lease Rates — **0% for up to 36 months***

New Finance Rates — **0% for up to 36 months***

Used Finance Rates — **0% for up to 12 months***

* With approved credit from AGCO Finance, LLC. Down payment required and AGCO Finance standard rates apply after 0% rate period. Attachments and implements are included in program offer, but sold separately. Contact your participating dealer for more details. Offer expires June 30, 2016 and may be subject to change without notice.

Rates as low as

0%
36 months



CONNECT WITH FENDT

IN THE FIELD — IN THE NEWS — ON SOCIAL MEDIA

LIMITED TIME OFFER

**SIGN UP TODAY FOR
THE ALL-NEW FENDT
ENEWSLETTER AND
RECEIVE A FREE HAT***



The printed version of the Fendt newsletter is going away... Moving forward, we will only have an electronic version. If you wish to continue to receive your favorite newsletter please click here or visit www.fendt.com/us/newsletters.asp to continue getting great updates from Fendt! Don't wait! This free hat offer expires soon.

*Valid email address must be provided in order to receive the free Fendt hat. Please allow 6-8 weeks for delivery of free hat.



National Farm Machinery Show



UPCOMING EVENTS	SHOW/EXHIBIT	LOCATION
March 29-31	WPS Oshkosh Farm Show	Oshkosh, WI
Aug. 3-4	North American Manure Expo	London, OH
Aug. 16-18	Ag Progress Days	Pennsylvania Furnace, PA
Aug. 30-Sept. 1	Expo-Champs	St. Liboire, Quebec
Sept. 13-15	Canada's Outdoor Farm Show	Woodstock, Ontario
Sept. 20-22	Ohio Farm Science Review	London, OH
Oct. 4-8	World Dairy Expo	Madison, WI
Nov. 9-12	Agri-Trade	Red Deer, Alberta



AGCO ANSWERS
(877) 525-4384 AGCOanswers@AGCOcorp.com

Fendt is a worldwide brand of AGCO Corporation.

©2016 AGCO Corporation • FT16P003JB