

A QUARTERLY NEWSLETTER
FOR OWNERS AND FANS
OF EVERYTHING FENDT®

FENDT

WWW.FENDT.COM | 4TH QUARTER 2016

A VIEW FROM THE CAB PROFILE



Two Million Christmas Trees and Counting

The seven Fendt tractors owned by Snokist Ltd. are kept busy caring for more than two million Christmas trees.

Christmas may be just around the corner for most of us, but Steven Gartley, general manager of Snokist Ltd. in Woodstock, New Brunswick, has spent the last 12 months preparing for the holiday. That's because Gartley manages one of the largest Christmas tree farms in Canada. Every year, between 180,000 and 190,000 trees are shipped to Home Depot stores throughout the New England states from Maine to New Jersey.

"We have around 2,200 acres of Balsam fir and Fraser fir Christmas trees, or just over two million trees on the plantation," he explains. "All of them are started in our nursery and transplanted into the fields, where they will grow for another seven years or more before harvest. At that point, all our trees are sold on the United States wholesale market."

As Gartley explains, Snokist Ltd. was actually started as a plantation operation by his father-in-law, Mac Fox, in partnership with Mac's father, Don, and his brother, Dale, in the early 1980s. Prior to that, Fox had simply harvested wild trees for shipment. Today, the operation employs 35 to 100 people at a time, depending on the season, to mow, fertilize trees, shape trees with a shear, and harvest and ship trees from the commercial operation.

To handle all the day-to-day projects, Gartley has turned almost exclusively to

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> STEVEN GARTLEY, GM, SNOKIST LTD., WOODSTOCK, NEW BRUNSWICK, CA

Fendt® tractors from Grand Falls Tractor and Equipment in Grand Falls, New Brunswick.

"I got started with Fendt tractors when I purchased a Model 936 to pull an eight-foot mulcher over ground that had been clear cut," he explains. "The mulcher is kind of like a big stump grinder that chews up the stumps and mixes the material into the soil. As a result, we can only travel a half mile per hour or slower. Fendt had the only high-horsepower tractor available at the time that would go that slow and still provide the power we needed."

After discovering the comfort, efficiency and ease of operation of Fendt tractors, Gartley has since purchased six more Fendt machines. Among them are a Model 828 and a Model 820 that are used for mowing, planting trees, pulling a rock picker and a harrow, as well as seeding grass ahead of new tree plantings. The other four are Fendt Model 512 units that were purchased earlier this year.

"As soon as the 500 Series became available, we traded in four Case IH Maxxum 110 tractors for the four new 512 models so we could utilize all the features Fendt has to offer in a smaller size tractor,"

he explains. "There are other brands that now have a CVT or IVT, but there still isn't a transmission like the Fendt Vario™. And nothing else rides quite as well as a Fendt. We also like the fact that the controls are similar between all the models, no matter the size," he adds. "People think they look complicated; but once you learn to run a Fendt, they're actually one of the easiest tractors to operate."

Gartley explains that all four new 512 models are used for mowing, applying fertilizer and spraying around the trees. The new 512 models and both 800 Series models are also equipped with loaders, which are used for everything from loading and moving trees to moving dirt and hauling rocks. Now, Gartley says he is even considering the purchase of a new Fendt 1000 Series tractor. Because the 1000 Series combines the maneuverability of a fixed-frame row crop tractor with the draft capabilities of an articulated tractor, Gartley believes that one Fendt 1000 Series model could replace the Fendt 820 and an older Case IH four-wheel drive tractor ... moving the farm even closer to 100 percent Fendt.

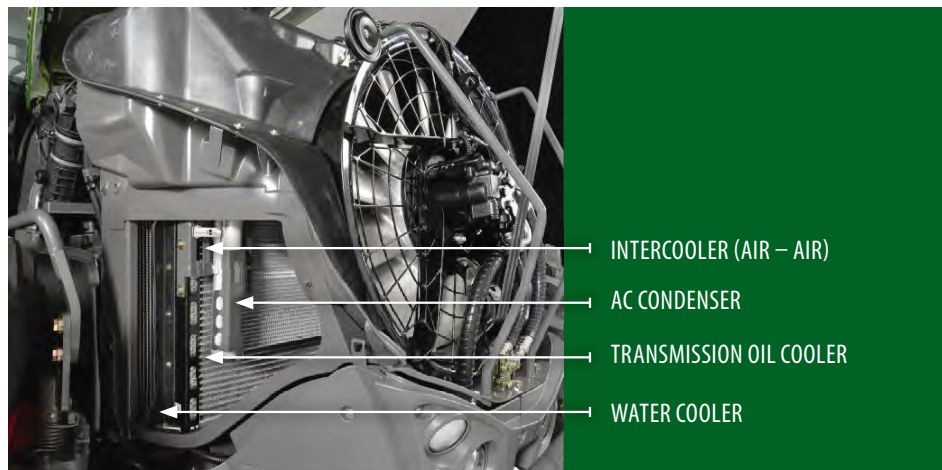
Keep Your Cool

No matter the horsepower or amount of torque, there's nothing that can bring a tractor to its knees faster than engine overheating. That's one reason so much thought went into the cooling system on the new Fendt 1000 Series tractors. The result was the Concentric Air System fan technology, which is a first in a Fendt tractor.

"The entire system was designed to handle outside temperatures as high as 113 degrees Fahrenheit (45° C)," explains Josh Keeney, Fendt Tactical Marketing Manager for North America. "At the same time, the fan efficiency was increased by up to 50 percent through new architecture."

One of the features of the new system is a hydraulically driven fan, which means that fan speed is decoupled from the engine. In addition, each cooler — radiator (water cooler), transmission oil cooler, AC condenser and air-to-air intercooler — can control the fan independently to ensure that no one unit is starved for air at the expense of another. New blade geometry, which allows the fan to move more air, and the engine hood design also work together to lower power consumption through exceptionally high efficiency. Because the hood is rounded toward the outside, air intake can be drawn from the front and sides of the engine.

"The fan is slightly tilted upward, as well, so that it doesn't suck in harvest

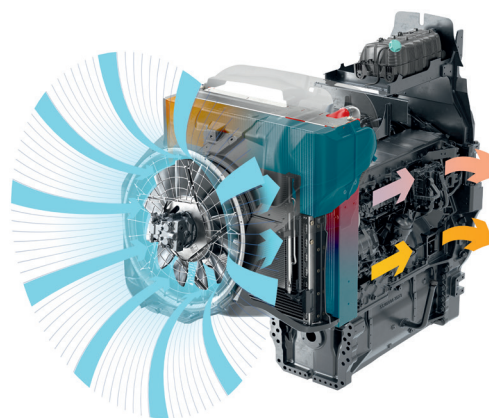


residue or debris from the field," Keeney adds. "The wider air intake also means there is no suction effect at the front of the tractor, which means less dirt and residue in the grille."

"Keep in mind, too, that the Fendt iD low-engine-speed concept incorporated into the Fendt 1000 Series permits a speed range of only 650 to 1,700 RPM," he adds. "Hence, the engine isn't running as fast and as hot as it would in many comparably sized tractors."

You don't have to lift the hood to check the engine coolant level on a Fendt 1000 Series tractor, either. The coolant fluid level, as well as the degree of contamination in the air filter, is shown on the Fendt Varioterminal™.

"Put it all together," Keeney says, "and you see lower air temperature at the cooling package and higher air density through the turbocharger for more power from the engine."



Coolant level and air filter contamination are monitored and can be viewed right on the Varioterminal™

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> JOSH KEENEY
FENDT TACTICAL MARKETING MANAGER
NORTH AMERICA





Pictured above (L to R) are David Picard, sales manager at Service Agricole de Beauce, Inc.; Daniel Lafaille, who recently took delivery of four Fendt tractors; Gille Lafaille, financial controller; and Martin Carbonneau, sales manager at Service Agricole de L'Estrie, Inc.

Demonstrations Help Fendt Tractors Sell Themselves

Any Fendt dealer in North America would be excited to sell four Fendt tractors with a customer in a single transaction. To their credit, that is exactly what happened this past September at Service Agricole de L'Estrie, Inc., based in Coaticook, Quebec. Coincidentally, that customer's brother had previously purchased four Fendt tractors, as well, bringing the total to eight Fendt tractors on the two farms in less than a year.

The two sales are even more impressive when you consider that Service Agricole de L'Estrie, Inc. has only been selling Fendt tractors for about a year and half. It was at that time that Agricole de L'Estrie, Inc., which was established in 1974, acquired Service Agricole de Beauce, Inc. in Sainte-Marie, Quebec. Since the Sainte-Marie store was already a Fendt dealership, the company extended Fendt sales into new territory in Coaticook. A third Service Agricole de Beauce, Inc. in Sainte-Georges, Quebec, primarily sells Massey Ferguson® compact tractors and equipment.

"We had talked about adding Fendt earlier, due to their reputation," explains Martin Carbonneau, sales manager at Agricole de L'Estrie, Inc. "Purchasing the dealership in Sainte-Marie gave us that opportunity.

"Every farmer in our sales area knows about Fendt tractors and their reputation," Carbonneau explains. "So between some great Fendt sales programs and our salesmen talking up and demonstrating the quality, we've increased sales dramatically."

Today, Fendt has become a major brand in both the Coaticook and Sainte-Marie locations, thanks in part to an ambitious sales and demonstration program. A field demonstration may sell the first Fendt tractor, Carbonneau explains, but it's often word-of-mouth and personal experience with the comfort and fuel economy that sells the next one, two or three.

"If you can get someone to try out the tractor and experience the smooth ride

and the best CVT (continuously variable transmission) in the industry, the tractor will largely sell itself, even though it may be higher priced," says Carbonneau, noting that the second brother traded in three Case IH tractors and one John Deere for two 822 models, an 824 and a 936. "With all of Fendt's technology, they like to touch it and drive it, so field

"... IT JUST TAKES A DEMO TO SHOW THE CUSTOMER THAT FENDT IS THE MOST EFFICIENT TRACTOR FOR THE JOB."

> MARTIN CARBONNEAU,
SALES MANAGER, AGRICOLE DE L'ESTRIE, INC.

demonstrations have been an important part of our sales program."

One of the most recent demonstrations involved taking a Fendt Model 936 to a customer's farm during silage harvest to prove it could outperform the customer's Case IH 340 Magnum.

"The customer fell in love with the Fendt," Carbonneau relates. "He really liked the fuel economy and the ride, which he compared to a Cadillac. As a result, we're in the process of quoting him a price.

"We've probably increased Fendt sales by at least 75 percent since we acquired the dealership and Fendt brand," Carbonneau adds. "We have a lot of crop production in our area, so the 800 and 900 Series models are the best selling models for us. David Picard, the sales manager at the Sainte-Marie store, has done a good job of selling Fendt tractors, as well. But, due to the greater number of dairies in that area, Fendt 700 Series tractors with loaders are the best-selling models at that dealership. No matter the location, though, it just takes a demo to show the customer that Fendt is the most efficient tractor for the job."

134 Horsepower Arrives in Canada

For the first time in Fendt history, a tractor series was launched on the North American market first and only thereafter on the German market. That is why there are already customers in North America and even a medal for the tractor with Tier 4 final emissions.

Visit <http://tinyurl.com/FendtFocusSept> to read the story (pgs 36-39)

"Mine will be unloaded first!" the 4-year-old Canadian boy exclaimed while immediately taking his pedal tractor in possession.





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FINANCE AT ZERO PERCENT

Whether you're in the market for a new or used Fendt®, now is the time to lock in a zero percent lease or finance package on select Fendt models. This limited-time offer expires December 31, 2016, and may be subject to change without notice, so don't delay.

New Fendt Tractors — **U.S. and Canada: 0% for up to 36 Months**

Used Finance Rates — **U.S.: 0% for up to 12 Months***

Canada: 0% for up to 24 Months*

*On select models with approved credit from AGCO® Finance, LLC. Minimum 24-month term on lease offer. Down payment required. Attachments and implements are included in program offer, but sold separately. Restrictions may apply. Contact your participating dealer for more details.

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0%
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UPCOMING EVENTS	SHOW/EXHIBIT	LOCATION
November 29- Dec 1, 2016	Amarillo Farm and Ranch Show	Amarillo, Texas
January 17-18, 2017	Salon De Agriculture	St. Hyacinthe, QC
February 15-18, 2017	National Farm Machinery Show	Louisville, Kentucky
Visit Fendt.com for the latest information about Fendt at equipment shows in your area.		