

McC Magazine

TECHNICAL INFO JOURNAL
YEAR 2 | N° 2 | MARCH 2010

McCORMICK NEWS FROM THE WORLD

Argo Tractors: **now on the web**

Serie MC. Restyling tailor-made for the customer

Tractor Pulling: **Red Fox triumphs over all**



McCORMICK

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TECHNICAL INFO JOURNAL
PUBLISHED BY **ARGO TRACTORS S.P.A.**
VIA MATTEOTTI, 7 | 42042 FABBRICO (RE)

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PHOTOLITHOGRAPH AND PRINTING
CENTROFFSET S.R.L. FABBRICO (RE)

YEAR 2 | N° 2 | MARCH 2010
AUTH. OF THE COURT OF REGGIO EMILIA N° 1086 OF 19.11.2002

Cover photo. The new McCormick MC 130 tractor intent on ploughing.



T-Max. The 80-110 HP open field range recently launched by McCormick.

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Editorial

At the end of a difficult year, *Argo Tractors* can still feel satisfied. Satisfaction that hints of the sense of fulfilment experienced by people who have still been able to stand up to a market that's almost at a standstill in an unpredictable world full of hesitation, with the pluck, determination and self-confidence of those who are sure of their worth.

Throughout all these long months, *Argo Tractors* never ceased in its endeavour to evolve and innovate, without neglecting any aspect of the production cycle, from design engineering to manufacturing, marketing services and communication.

On the other hand, the results are plain for all to see. The tractor ranges have been completely re-vamped and brought up to the standards dictated by the needs of the customers themselves. The McCormick range is now even more advanced, true to that enduring reputation for quality and technology that has always characterized these tractors.

After renewing the high-power range, with developments that terminated during the last two years, McCormick has now turned its attention to the medium-power bracket, which has been subjected to an extensive completion and restyling process, as well as the crawler and "Utility" tractor segment where a new look has been introduced. But that's not all, this **technological renewal** process has also led to the use of new engines, ones able to provide an even better performance, ground-breaking models that comply with the need to protect the environment.

Thus, the tractor division has continued to **invest in technology** and has made an incredible effort that extends to all branches of the business.

Argo Tractors actually achieved a further quality improvement in 2009 that included both the marketing and communication spheres, thereby proceeding with the important project commenced the year before.

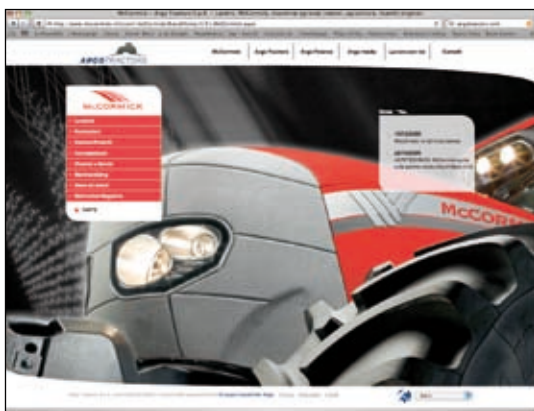
Besides taking part in the main trade fairs dedicated to the sector, *Argo Tractors* concentrated its efforts on developing its web site by adding new items and new services to the portal, which has now become an increasingly more invaluable source of information and assistance for both the dealer network and the customer.

Customer service is obviously one of the fundamental aspects of continuity around which most of the corporate business revolves. An aspect underscored by the increasingly more thorough and concrete attention the manufacturer pays towards facilitating the customers' daily work in the fields by means of agreements and synergies with the most important professional categories.

Ruggero Cavatorta

The Argo Tractors'

New communication strategies: from developments for the web site, where utility sections have been introduced, to the creation of a Facebook group and our presence on YouTube and Flickr.



The McCormick web site's home page.

The web site, www.argotracactors.com, was created about a year ago and is a real meeting point between the company and all categories of users, the aim being to satisfy every need for information.

A tool that's a perfect part of the marketing and communication philosophy of the Fabbrico tractor division, i.e. international, modern, intuitive, designed for easy browsing and extremely useful.

The primary goal of the *Argo Tractors* web site is to provide the visitors with every sort of information they may require. Besides a comprehensive presentation of *Argo Tractors*, illustrating its mission, strategy, headquarters, brands and innovations, browsers will

be able to visit the Landini and McCormick web sites, the most interesting areas with lots of fascinating details for the end customers.

INNOVATIVE FEATURES

A complete, well-devised and original menu is proposed for both brands, with the accent on the **Product**. There's a complete description for each range, including technical specifications and a comprehensive photo gallery where brochures, images and video clips can be downloaded, and now there's even an area dedicated to the users' opinions.

The utility and service provided by the *Argo Tractors* web site becomes even more comprehensive as you can now find the dealer nearest to your enterprise, with all the relative addresses and contacts, by consulting the list of McCormick **Dealers** on line.

Then there's the "*Argo Media*" section, extremely well devised and full of information with in-depth discussions about corporate issues.

What they say about us: section containing press reviews of all months, from the more important agricultural machinery journals.

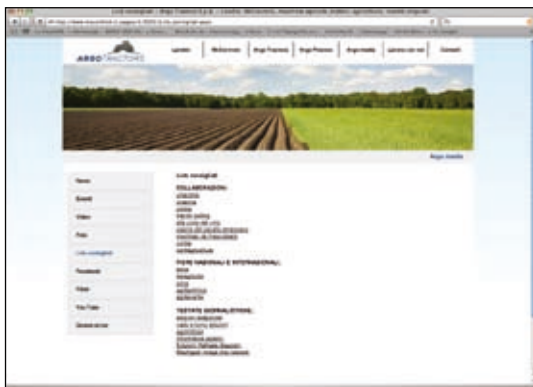
Events: section that provides information about all the exhibitions, trade shows and events that concern *Argo Tractors*.



The news letters of the Argo Tractors Media section.



world on the web



The page with the recommended links.

Video clip: section where you can view the McCormick spots, with files that are also available in the original format.

Recommended Links: section containing links to the web sites of the main specialized journals, trade fairs and authorities, in collaboration with *Argo Tractors*.

The web initiative has been a great success and has become an important communication and information source for the world that revolves around the McCormick brand, from the customers to the sales network, the operators and McCormick enthusiasts in general.

There's also a useful and entertaining section dedicated to "**Tractor Pulling**", with special emphasis on the Italian championship of this sport that's attracting an increasing amount of interest from the public.

Besides a calendar of the various stages, located in different areas of Italy, the section provides updates and results, race by race, with video clips and technical data sheets about the protagonist tractors of the new *Argo Team*.

SOCIAL NETWORKS

Pioneering, not just when it comes to the product but also as to communication strategy, *Argo*

Tractors expresses all its dynamic spirit and forward-thinking outlook by widening the scope of its interests to include the most modern tools proposed by the virtual universe.

One of these is the social network **Facebook**, of which *Argo Tractors* has become part, inviting its enthusiast customers to register with the group, thereby enlarging its entourage.

Thus the most popular social network in the entire world has become a means for keeping the McCormick fans informed and up to date about the trade fairs and events in which *Argo Tractors* is the protagonist, while giving them the chance to discuss and debate, as well as to publish video clips and photos and to express their opinion about them.

Thanks to the infinite options offered by the web, *Argo Tractors* is now projected towards a future that's much appreciated by the new generations of tractor fans and that often arouses the curiosity of people who have always been rather diffident of the resources offered by the Internet era.

Thus, a further step in *Argo Tractors'* web communication strategy has been to open a channel on **YouTube** that proposes significant or entertaining video clips featuring the world of McCormick tractors and **Flickr**, where images of McCormick tractors can be shared and downloaded. ■



The new Argo Tractors channel on YouTube.

Agritechnica, McCormick backs the medium-power range.

Striving to achieve the very top-most technology has always been a feature of the McCormick brand, which is considered by the market to be a symbol of the very highest quality.

An acknowledgement of which McCormick is very proud and which it endeavours to maintain by constantly upgrading and adding to its ranges.

When it came to the machines presented at **Agritechnica 2009**, the investments had been particularly focused on the medium-power bracket and involved considerable developments to the **MTX, MC4** and **T-MAX** series, which had been subjected to radical restyling and upgrading projects.

The engines were a big part of the innovations made to the MTX series, which is now a more complete and performance-oriented range comprising three models MTX 120 (117 HP), MTX 135 (133 HP) and MTX 150 (141 HP).

The model that characterizes the new range is MTX 150 which, with its new 141 HP BetaPower Tier 3 engine, replaces the previous TX 145 model.

Meanwhile, the MTX 135 model was also re-vamped and fitted with the 133 HP engine previously installed in the higher powered model.

The restyling work on the MC series dealt rather more with the functional design aspects, which now include a modern cab with 4 pillars combining comfort features, ergonomics and improved visibility. There's also a new digital instrument panel and a new look, underscored by the newly designed bonnet and mudguards.

The new T-Max series is part of McCormick's new project for the models of the C-Max series equipped with Reverse Power Shuttle.

The range comprises four models, i.e. T-Max 80 – 90 – 100 and 110, with 74 to 102 HP power ratings. Two of the T-Max models, 100 and 110, are equipped with turbo aftercooler engines that provide the very best performance and efficiency. The T-Max series is available in the Techno and Top versions with 2 and 4 driving wheels and different types of transmission.

As well as these ranges, there is also another innovation concerning McCormick's specialized tractors. The Orchard series, in the F, GE and XL versions, has been completely re-vamped to make it increasingly more versatile and suitable for professional use. Lastly, there's been an upgrade for the Tele-Track telescopic machine now able to conquer a further slice of the market thanks to its new Tier 3 engine.



Hannover. The McCormick innovations, including the T-Max series (on the right) presented in Argo Tractors' impressive stand.



Bari. The complete McCormick range on show at Agrilevante Below: the TTX 210 Xtraspeed tractor.

The McCormick range at Agrilevante.

Despite the fact that these are unfavourable times for the tractor world, McCormick has still continued to invest in the more important trade fair events in both Italy and abroad. Amongst these was **Agrilevante**, the International Exhibition of Machinery and Plant for Agriculture, the most important event of central and southern Italy dedicated to this sector.



The Fabbrico plant took part with its own stand (an unusual occurrence for a venue in which the majority of exhibitors are generally dealers) in the exhibition, which was held from 8 to 11 October at the **Fiera di Bari** trade fair center.

McCormick was on show with its comprehensive range, which now covers all requirements in the tractor sector and offers power ratings from 35 to over 200 HP as well as specialistic versions for vineyards and orchards and two lines of crawler tractors.

There was considerable interest in the stand as crowds of visitors were attracted by the technology that has always characterized the McCormick brand and that *Argo Tractors* never fails to underscore on all occasions in a constant endeavour to meet the requirements of the different sorts of farming work carried out in the various geographical areas.

A new look for the crawler and “utility” tractors.

The renewal process to which the McCormick range has been subjected has also included a “face-lift”.

After the high-power, medium-power tractors and the specialized versions for orchards had been re-vamped, McCormick then turned its attention to the crawler series and utility segment.

The result was a new look for all the **T series** crawler tractors and for the **CL series**, which now sport a differently shaped bonnet reflecting the style of the new **F series**.

Restyling that’s evident at first glance thanks to the modernized, softer, more aerodynamic and attractive lines with squared lights in a single cluster and a front that provides maximum visibility.

All this to achieve a more uniform range sporting that family feeling so dear to the McCormick brand.

CL Series. A new look for a range that now features a stylish modern bonnet.



Argo Tractors, agreement with Confagricoltura of Reggio Emilia.

Offer new opportunities for the farmers by giving more value to agriculture: a goal that *Argo Tractors* and Confagricoltura Reggio Emilia fully share. So much so, that they have reached an agreement that includes several exclusive conditions for the **Confagricoltura** associates of Reggio Emilia: economic advantages for the purchase of McCormick tractors in addition to the conditions offered by the dealer, bonuses on the purchase of original spare parts, oil and lubricants, plus technical inspections of McCormick tractors free of charge, all with a view to optimizing the productivity of the machines and assuring safer conditions of work for the operators.

Besides this, a communication campaign has been planned so as to strengthen the territorial ties by offering different opportunities that also include guided tours of the Fabbrico plants.

All this is part of an important corporate project targeted on developing initiatives in favour of the end customers in the area and has also included the agreements that *Argo Tractors* signed in 2009 with other farm-contractors' associations throughout Italy.

The initiative is decidedly interesting and full of prospects thanks to the combined and complementary experience of the two parties involved, i.e. *Argo Tractors* for the agricultural machinery sector and Confagricoltura for the farming sphere as a whole.

F Series. The range has been re-vamped and now sports new turbo aftercooler engines.



Argo Tractors and agricultural machinery, agreement with Confai.

To establish increasingly closer relations with the professionals who work with farm machinery as a reference point for machinery services in the agricultural world has always been a goal of primary importance for *Argo Tractors* which, to underscore its intentions, recently signed an agreement with **Confai**, the national organization of Italian Agricultural Machinery enterprises.

This agreement is the culmination of a common desire to develop specific communication and marketing activities able to facilitate the work carried out by the Confai associates while creating new opportunities for the McCormick dealers to promote the products with the farm-contractors.

The agreement covers various different initiatives, such as the chance, reserved to Confai associates, to visit the *Argo Tractors* plant of Fabbrico and to receive information about the new McCormick products, the possibility for McCormick dealers to organize presentations and product demos in collaboration with the provincial branches of Confai and, naturally, the ability for McCormick to become sponsors of events organized by Confai.

Engines, make way for the turbo aftercoolers.

Argo Tractors looks ahead and opts for innovation for its tractor engines as well.

This is why the Fabbrico plant now installs the new **Perkins turboaftercooler** engines in its ranges.

Already a feature of the CX series, these engines are now being used for certain models in the new Orchard range and will also become part of other families of tractors during 2010.

Characterized by a perfect air-fuel mixture, these new engines provide better combustion and efficiency, higher power and torque, and low running costs.



Petrignano di Assisi (Pg). The XTX 165 tractor at work during the direct drilling trials.

The XTX series is protagonist of the Seedliner Tour.

In the front line for one of the heaviest duty open field tillage jobs. It was a McCormick XTX 165 tractor that was protagonist of the *Seedliner Tour* organized by the **Kuhn** group at the beginning of October at Petrignano di Assisi, in the province of Perugia.

The 162 HP tractor with its modern XtraSpeed transmission took part in the trials scheduled for the event in conjunction with a *Kuhn Sde* seed drill for direct drilling and was thus able to demonstrate its power and productivity in the most demanding soil-working activities. But that's not all. During the two-day field trials, the McCormick tractor attracted the attention of the numerous visitors not only because it proved to be so easy to handle but also thanks to its lively engine, performance-oriented PTO and extremely comfortable Master Class cab.

McCormick: 2010 in the fields.

A range of tractors toiling in the fields, with the splendid scenery that often characterizes country work as a background.

Splendid photos to show off the technology of the McCormick tractors to its best advantage, facing the daily difficulties of improvised jobs in the succession of activities that mark the different seasons.

Thus the theme for the new McCormick 2010 calendar focuses on a range that expresses technology, versatility and completeness.

A range that will accompany the brand enthusiasts for twelve months with a representative wealth of models, from powerful open-field tractors to the multitasking specialized models for orchards and vineyards.



Zetrack at Agri Expo.

An event dedicated to agricultural development and business. This is the philosophy of *Agri Expo*, the trade fair that took place from 22 to 25 October last with the participation of **Zetrack**, the McCormick dealer with headquarters in **Marino**, just two kilometers from Rome's ring road, the Grande Raccordo Anulare.

A trade fair targeted on offering concrete proposals and tailor-made solutions able to expand the agricultural enterprises. A philosophy with which *Zetrack* is in perfect agreement since, from the time it was established in 1991, the enterprise has always endeavoured to satisfy the customers' requirements in an extremely professional way. The dealer exhibited the more representative models of the McCormick range in the large stand that had been set up for the occasion, i.e. the TTX, XTX and CX series, as well as the new F series specialistic orchard tractors and T series crawler models.

The new range offers completely new comfort and efficiency levels

New as to both design and functions. McCormick's **MC** tractor is just what the most demanding customers asked for: more comfortable and even more versatile as to use.

Result of an extensive restyling process, the range now offers the perfect combination of power and speed, and is so easy to handle that it's suitable for a decidedly vast range of open-field and road transport applications.

It's the comfortable new Deluxe cab with its four pillars, tip-top ergonomics and visibility that particularly characterizes the new MC tractor. In



actual fact, all-round visibility is guaranteed by the generously sized doors, hinged at the rear, which also allow the operator to safely and easily climb in and out of the cab, while comfortable conditions are guaranteed by the air conditioning system installed in the roof, the adjustable steering wheel and the pneumatic seat.

The particular care for detail inside the cab, the automotive style and perfect soundproofing make this tractor exceedingly satisfying to drive.

The digital instrument panel is very easy to consult, while all the controls are in ergonomic positions.

MC series, restyling tailor-made for the customer



The new cab is also available in the low profile version with transparent roof window and air conditioner. Ideal for use in constructions with low ceilings.

BASIC GEARBOX OR AUTOSPEED

The transmission of the MC series is offered in the basic Powershift configuration with 4 speeds and 4 ranges which, complete with hydraulic reverse shuttle and creeper, provide 32FWD+24REV speeds.

There's also the advanced AutoSpeed transmission, which improves the operator's efficiency to an even further extent by allowing him to shift the gear and range by simply pressing the buttons on the multifunction joystick without having to depress the clutch pedal.

Thanks to other features like the Skip Shift, speed adaptation, range shifting and choice of the starting speed, the AutoSpeed replaces the standard gearshift lever, optimizes transmission control and provides 16FWD+13REV speeds.

Equipped with an intermediate neutral position, the Reverse Power Shuttle allows you to reverse in an automatic and progressive way by using the lever and without having to depress the clutch pedal.

This new MC tractor also has a two speed PTO (540 and 1000 RPM) with Auto Pto control with which the operator can regulate and program the PTO's engagement and disengagement points when the power lift is used.



MC Series.
The look of the new generation.



“ The MC (T3) features an important functional restyling process.

The new cab with four pillars introduces a new concept of comfort and visibility to the range.

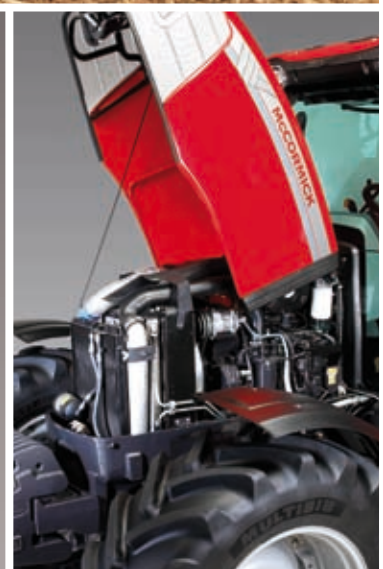
The three models, MC 110 - 115 - 130, are equipped with modern Perkins Turbo aftercooler engines. ”



NEW TURBO AFTERCOOLER ENGINES

The new engines that outfit the new MC series have been designed to provide the most pioneering technical solutions available in the sector. They are the new Perkins 4-cylinder 1104D Turbo Aftercooler engines able to provide a perfect air-fuel mixture that achieves better combustion and efficiency, higher power and torque and low running costs. Environment-friendly engines that

comply with the specifications required by the Tier 3 standards. The MC series comprises three models with 102, 110 and 126 HP/ISO power ratings. This last version features an electronic injection system that makes it even more efficient. Daily maintenance and service inspections are facilitated by the fully opening tilt-back bonnet.



THE APPLICATIONS

► Tillage

Turbo Aftercooler engines improve both combustion and efficiency, while providing higher power and torque but with low running costs.

Thanks to these characteristics, the MC series is able to offer an optimum performance in traditional tillage and soil-working jobs and is extremely useful in all types of farm.

► Applications with implements

Thanks to the characteristics of the PTO and the high performance provided by the hydraulic circuit, the MC series is ideal for a wide variety of open field jobs using all types of implement driven by the hydraulically operated power take-off.

Since a 2800 kg capacity front power lift and PTO are available, the MC range can also be used in conjunction with frontal implements.

► Transport work, towing and driving on the roads

Agile and easy to handle, the MC series also offers a high performance during transport work or when driving on the roads where a remarkably high-level comfort is guaranteed.

The Deluxe cab becomes an extremely pleasant place of work in all weathers.

Safe braking is ensured by the 4-wheel drive system with automatic braking on all four wheels.

► Handling materials

The MC series is also extremely easy to manoeuvre and versatile when it comes to shifting products.

Good visibility from the cab and the 55° steering angle guarantee agile manoeuvres. The Reverse Power Shuttle allows you to reverse the tractor in an automatic and progressive way.



The new Deluxe cab.

The comfortable four-pillar structure features state-of-the-art ergonomics and good visibility.

AutoSpeed.

The advanced transmission boosts operator efficiency by optimizing the gearshift.



- This is extremely useful during headland manoeuvres. The high-performance hydraulic circuit with its closed center system and 109 l/min variable displacement pump plus 3 rear control valves (4 in the MC 130 version), allows this machine to handle a great variety of implements.

The electronic power lift is easy to use and precise and possesses a lifting capacity of some 5870 kg.

SPRUNG AXLE FOR THE MC 130 VERSION

A rigid front axle is used for the three models in the range. However, an axle with electronically controlled hydraulic suspensions is available on request for model MC 130, the top of the range. This solution allows the tractor to operate at high speeds on rugged ground, increases the lugging power and makes the machine much easier to manoeuvre, thus more comfortable, safe and productive while maintaining the same ground clearance. ■



The controls. Left. The lever on the steering wheel that operates the hydraulic reverse shuttle. Reverses any gearshift gear without use of the clutch pedal. Right. The lever of the T-Tronic gearshift which engages 3 Powershift ranges (H-M-L) by means of the green buttons.



The engine. The 4-cylinder Perkins engines provide pioneering solutions.



T-Max series: ideal speeds with the modular gearbox



When you talk about a tractor being versatile, it means that it can be used for very different operations but always with the very best performance. More or less all of the tractor's characteristics contribute towards this aspect, particularly those for which different options are available. The most important of these is certainly the transmission, as it provides different speeds allowing the operator to choose the best one for the specific job.

When it comes to the T-Max series, the open field range recently launched by McCormick, this concept is underscored to an even greater extent by the innovative modular gearbox which provides one of the widest arrays of options currently available on the market.

The gearbox of the T-Max series is based on the SpeedFour system, which provides 4 synchronized speed gears and 3 mechanical ranges plus an oil-cooled multiple-plate hydraulic PTO.

BASIC, "SYNCHRO SHUTTLE" AND "POWER SHUTTLE"

The 12 + 12 basic level is offered for both the 30 kph and 40 kph versions and there's also an intermediate "Synchro Shuttle" version with 24 + 12 speeds thanks to the mechanical reverse shuttle and overdrive.

Last but by no means least, the offer is completed with the new "Power Shuttle" version, which includes the hydraulic reverse shuttle module and 3-stage T-Tronic (H-M-L High-Medium-Low) Powershift module that provides a total 36 + 12 speeds.

The Power Shuttle version also features the De-Clutch function, allowing you to shift the mechanical gears with the button on the gearshift lever, without having to depress the clutch pedal. The Declutch is engaged by means of an electronic controller, which also controls the hydraulic reverse shuttle, the HML T-Tronic Gearbox and the PTO.

The creeper is available on request for all the Synchro and Power Shuttle versions.

FLEXIBILITY FOR THE ENGINE AS WELL

The flexible characteristics of the T-Max series are also reflected in its Perkins 4-cylinder engines, which combine a modern design and pioneering technical solutions. Completely new, environment-friendly engines that comply with the specifications required by the Tier 3 standards.

The range comprises four models, i.e. T-Max 80-90-100-110, with 74 (aspirated), 83 (turbo), 92.5 and 102 (turbo aftercooler) HP/ISO power ratings. Thanks to particular innovations, these engines are able to provide a perfect air-fuel mixture that achieves better combustion and efficiency, higher power and torque and low running costs.



Saint Dizier, the red heart of France

St. Dizier. The French Argon Tractors plant.

REGIONAL MEETINGS WITH THE NETWORK

Provide the customers with an increasingly more professional and dynamic team.

It was with this goal in mind that Argon France decided to consolidate its relations with the dealers by organizing a series of regional meetings that took place from 25 January to 5 February 2010.

The meetings were held in different localities as the French sales network had been divided into geographical areas: North-East in Matougues, North-West in Chinon, South-West in Montauban, South-East in Sevre sur Rhone.

Besides obtaining feedback from the people who work in the various areas, the meetings also dealt with several issues, from the presentation of new products to sales and marketing aspects and future strategies.



A complete range of 30 to 230 HP tractors designed for large-scale cultivation, breeding farms, specialized crops and ground care. A turnover amounting to some 60 million euros and 77 dealers for the McCormick brand alone.

These are just some of the statistics of **Argon France**, the French branch of *Argon Tractors*, one of the major business centers of the *Fabbrico* group. 32 million of the 55 million hectares of the French territory are dedicated to agriculture, with another 15,5 million hectares of forests and woods and a highly developed and varied level of mechanization.

Thus a fertile market for the McCormick brand able, as it is, to offer a range based on technology and high level comfort. But that's not all. The *Emilian* group's French branch can also provide its market with an excellent service, a quality product, plus a professional outlook and a vast organization throughout the country. To achieve this result, the *Argon Tractors* training division trains 300 persons each year in France, thus contributing towards the success of the brand in that country. Moreover, the French branch,

which possesses a plant covering some 60 thousand square meters specialized in the production of transmissions for high-powered tractors in **Saint Dizier**, in the region of *Champagne*, is constantly committed towards development and improvement projects. From 2001 to 2005, the *Saint Dizier* plant underwent a complete re-organization process during which investments were made in new manufacturing equipment and in modernizing the way the assembly lines were managed.

But the investments also involved the sales sector and the creation of an increasingly more complete dealer network in the various different regions and cantons of France.

All this has contributed towards the excellent goal attained by the French branch, which was certainly able to keep ahead of the negative situation on the European market during 2009. Goals attained thanks to the total synergy between the professional outlook of the *Argon France* team and the availability of new products of the utmost interest for the French market such as MC110, CX90, CX100, MTX120, MC130 and MTX135. ■

A pioneering training program

Training plays a fundamental role in McCormick's development process. The company has always paid the greatest attention to training activities and has invested in order to increase their potential and efficiency.

So much so, McCormick took an important step forwards last year, with a view to improving the quality level of its **Training** programs so as to organize this sector of the corporate business in a more professionally evolved way. To achieve this goal, the McCormick *Training* sector is now managed by the Service division, i.e. by the people who deal with practical problems on a daily basis and who are always in close contact with

the sales network. So it's on this aspect that McCormick's new training philosophy has been based. The courses are now organized to suit the needs and requirements of the dealers and no longer follow a pre-established calendar.

This provides the sales network with a service that complies with the real needs of the participants, who ask the company for in-depth explanations about specific products or subjects.

The courses held by the *Argo Tractors' Training* staff deal with both new products and strictly technical aspects such as electronics, hydraulics and diagnostics. But nowadays, they also face management issues like customer relations, brand loyalty and assistance.



Training. Training in the classroom.

Each course is complete with up-to-date technical documentation, tailor-made to suit the purpose for which it will be used by the participant. At the end of the course, the participants sit for a final examination and are issued with an attendance certificate depending on the results they obtain. ■

TRAINING: A DEDICATED DVD

Training is a particularly demanding activity for Argo Tractors.

A commitment that is shared by Italy and the other countries and that allows the sales network, the branches and importers to offer the customers an increasingly more professional and competitive service.

The case.

The cover of the case containing the DVD.



Training is thus an issue of fundamental importance for the McCormick brand. So much so, that the Fabbrico enterprise has decided to dedicate a DVD to the subject.

The film clip, which includes the more significant phases of the courses held in the headquarters and sales offices, illustrates the well-constructed training program and highlights the practical implications that now characterize this activity.

Moreover, the DVD underscores how the new training philosophy puts increasing emphasis on the quality of the service rather than the quantity.

For Argo Tractors, there's only one final goal: customer satisfaction.

AgroLube

McCormick original lubricants



There's a new range of **AgroLube** products,
McCormick Original Lubricants.
Even higher performance, improved reliability and
safety thanks to products formulated and developed
as the actual machines were engineered.
AgroLube, 100% McCormick Originals

progetto grafico: gruppo saldafori bazzani@grupposaldafori.com



ARGO
Gruppo Industriale ARGO



McCORMICK



MESSICO

Field trials for the tractors in Mexico

The 2009 season was packed with demos in Mexico. The local McCormick dealers organized various different field trials during the months of May and June, so as to allow their farming customers to appreciate first hand the performance and potential of the tractors as they dealt with open field work.

The initiative got off to a start on 20 May, with a three-day event organized by dealer **“Structural Sa”** and its branches, in the fields of **Los Mochis**, **Guasave** and **Cualican**, in the State of **Sinaloa**.

Almost three-hundred people took part in the three demo days, each of which was organized by a branch, and the work performed by the McCormick CX 119, Cmax 105 cab, B-Max 100 and G-Max 115 and 130 was particularly appreciated.

The day of trials held on 6 June by Mexican dealer **Patricio Kelly Barraza**, again in the State of Sinaloa but at **Isla del Bosque Municipio de Escuinapa**, was a great success and featured McCormick’s B-Max 90 and 100 in the Rops version, the CL 75 Rops, MTX 120 cab and the G-Max 115 cab at work in the fields.

The initiative attracted a large crowd of visitors and the participants numbered a hundred or so farmers who did not merely admire the tractors, but also the high-level service proposed by the dealer.



Expo Irapuato. Presentation of the G-Max 160 tractor.

The demo season terminated in the first week of November with the **Expo Irapuato** field trials in which the McCormick Mexico Branch took part.

This event gave McCormick the important chance to launch the G-Max 160 tractor on the market since it is the ideal type of machine for the Mexican territory.

The new CX 100 was also presented at the same time as the launching event, made even more agreeable by the entertainment provided and a quiz about tractors with prizes that had been organized for the occasion.



Sinaloa. The demo day organized by dealer Patricio Kelly Barraza.



Slam. Visitors flock to the Dimateq stand.

★ MOROCCO

Dimateq, a great success at the Siam Trade Show

There was a complete range of McCormick tractors on show in the 1000 sq m stand at the **Siam** Agricultural Trade Fair held last 22 to 27 April at **Meknes**, in Morocco.

On the other hand, Siam is the most important international event dedicated to agriculture to be held in the country each year.

This was confirmed by the last edition: over 750,000 visitors and 750 exhibitors, with the participation of 25 foreign countries.

Agriculture is one of the most important mainstays of Morocco's economy.

Employment in the agricultural sector represents 40% of overall employment.

During the exhibition period, **Dimateq**, the importer, sold as many as 400 tractors, which added to almost another thousand sold over the year.

Exclusive representative of the McCormick brand in Morocco, **Dimateq** is one of the country's most important enterprises in the agricultural machinery sector with a turnover that amounted to almost 28 million euros in 2009.

IRELAND

Ryall: an open day of excellence

In Ireland, the name **Ryall** is a byword for excellence in the agricultural machinery sector.

In actual fact, Ryall's Farm and Industrial Equipment of Watergrasshill, possesses lengthy experience when it comes to marketing agricultural machines and implements.

This year, **Ryall** organized an *Open day* which took place last 12 March, during which the complete range of McCormick tractors was presented.

Robert and Sylvia Ryall, owners of the dealer enterprise, underscored how the development of **Ryall's Farm and Industrial Equipment** throughout the years has been based on unfailing commitment and not only with a view to providing highly technological products and equipment, but also to ensure that the marketing activities are backed by high quality services.



Ryall. Proprietor Robert with his son Trevor.

Their son **Trevor** recently started working for the firm and soon proposed a series of new ideas able to evolve and expand the business to an even further extent. Thus the goal behind the development of **Ryall's Farm and Industrial Equipment** is to satisfy the needs of the farming customers. Nowadays, the enterprise offers a vast range of high quality tractors and agricultural equipment.

During the *Open day*, the dealer presented the more recent farm machinery innovations sector and organized meetings with experts and importers focused on the future needs of the sector.



AUSTRIA

The thousandth McCormick tractor now consigned

One thousand McCormick tractors at the service of Austrian agriculture. An excellent result to say the least and one achieved thanks to the commitment of the Austrian importer **Dietrich** and his team of dealers. One of which is **Fa. Grabner** of **820 Hartberg**, the dealer that consigned the thousandth McCormick tractor to customer **Philip Zwickl** a **8261 Sinabelkirchen** last August.

It was a CX70L, a light, easily handled tractor that's extraordinarily stable on slopes, thus particularly suitable for the farming conditions in Austria.

With a complete range of 36 to 213 HP tractors, McCormick has become very greatly appreciated in Austria over the past few years and has



Hartberg. The thousandth McCormick tractor being consigned: a CX 70 L.

acquired the total trust of customers who, besides being sure of a technologically advanced product, also know that they will receive a prompt and highly professional service.



SLOVENIA

New Zealanders in action in the fields

They've never been held back in their passion for tractors and competition. Thus, when they heard that an important international ploughing contest was about to be held in Slovenia, two farmers from New Zealand started to get ready to take part.

Their unparalleled enthusiasm immediately aroused a response from McCormick's Slovenian importer **JJ Trnovec** which, with the support of the parent company, did not hesitate to provide them with suitable machines, i.e. two appropriately outfitted C-Max 105 tractors.

A commitment that was repaid by the excellent results achieved in all the trials, from towing

a heavy sled to true ploughing contests. The initiative, held last July, thus awarded the commitment of the of the New Zealand pilots and actually provided a good image dividend for the local importer **JJ Trnovec**, which is enjoying considerable success in Slovenia.

Exclusive importer of McCormick machines since 2004, **JJ Trnovec** has succeeded in acquiring a 7% slice of the market. The importer was actually able to sell as many as 112 McCormick tractors in Slovenia in 2009 alone.

At the end of August, the enterprise took part with its own stand in **Gornja Radgona**, Slovenia's most important agricultural trade fair.



Slovenia. The two farmers from New Zealand at work with the C-Max tractors in the Slovenian contest location.





Red Fox, Argo Team's

The new McCormick tractor wins in the Pro Stock category at the 2009 championship



Parma. Elvio Moretti and the Argo Team on the highest step of the podium.

A victory in “red livery”. The *Argo Team* mounted the highest step on the podium of the *Pro Stock* category once again, for the 6th consecutive time. This time, the prestigious title of Italian champion of the *Tractor Pulling Championship* went to **Red Fox**, the new protagonist of 2009.

A tractor created by *Argo Tractors*, thus the result of the skills of the Fabbrico plant, already tried and tested at various different European competitions and perfected as to reliability and performance during the championship.

Equipped with an IHC 466 engine featuring 8300 cc swept volume and able to develop almost 1500 HP, the *Red Fox*, which was piloted by **Elvio Moretti**, has actually gained 6 victories in 9 contests, thus proving to be an authentic gem of technology even on the racing circuit.

As explained by Franco Paterlini, Argo Team's manager, “*Red Fox really got off to a strong start.*”



new winner



Despite the fact that this was its first time on an Italian racing track, it certainly proved to be reliable and competitive right from the beginning. On the other hand, the Argo Team was able to optimize its performance during the championship."

The outcome underscored how quality and technological development are of fundamental importance if the best results are to be obtained in any circuit, be it agricultural work or competitions.

"Red Fox," continued Paterlini, "is the development of a conventional tractor which, from an initial 180 HP, has been boosted to almost 1500 HP and 6000 rpm, high power that must be transmitted to the ground as far as possible. Without the necessary technological adaptations, the power developed by the machine doesn't count for much. The technology and professional outlook that characterize the Fabbrico brand allowed us to gain our victory right from the start, without having to pay the price of inexperience that's generally a feature of the development of a new tractor."

However, as is known, *Tractor Pulling* is a discipline where the word "stability" is completely unknown and as such, *Red Fox* continues to be subjected to constant improvements and optimizing interventions by the *Argo Team*.

Tractor Pulling is attracting an increasing number of fans. So much so, that an area simulating the racing scenario with pits and weigher, was also set up in Bologna's 2009 *Motor Show*.

The McCormick red also dominated the scene in the outdoor area of the Bolognese exhibition, where a true racing circuit was created. Here it was that the *Argo Team's* "Cuore Rosso", a machine fuelled with alcohol and specifically designed by *Argo Tractors* for the occasion, gave proof of its prowess in demos and sled-towing trials.

The future aims involving *Red Fox* include participating in the European Championship and the *Argo Team* is working hard to ensure that the machine reaches the necessary competition level. ■

McCormick evolves with technology



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