

# McC Magazine

TECHNICAL INFO JOURNAL  
YEAR 5 | N° 5 | APRIL 2013

MCCORMICK NEWS FROM THE WORLD

**Eima 2012 and Sima 2013:** what's new

**X50** New generation

**X7 Series:** now with SCR technology

TECHNICAL INFO JOURNAL PUBLISHED BY ARGO TRACTORS S.P.A. VIA MATTEOTTI, 7 | 42042 FABBRIKO (RE) AUTH. OF THE COURT OF REGGIO EMILIA N° 1086 OF 19.11.2002



**MCCORMICK**

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

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**Poland.** Crowds of participants at McCormick's 10th anniversary May Picnic.

**Cover photo.** The new X50 Tier 4i complete with loader at work in the fields.

**Paris.** McCormick tractors on show at SIMA.

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# Leading article

**A**rgo Tractors' customary appointment with its regular readers continues with the fifth issue of the McCormick Magazine. If we had to *sum up* the year 2012 and this first part of 2013 in a single word, then that word would be change in all its possible variations. Change that began with the McCormick brand re-launch and the important product innovations presented at Eima and Sima. These innovations included the X50 Series and the innovative X7 Series, a range which, for the very first time, introduced a standard of comfort for tractors comparable to that provided by the car industry. And to top this radical renewal process involving the entire company and supported by suggestions received from our concessionaires and customers, further ground-breaking innovations will also be revealed this year.

Change also involves the way we face business issues: ailing traditional markets that are not getting any better, but new opportunities and strengthened situations in soundly established areas are able to maintain and develop our production levels and a modernization policy for the company and the entire product range. The changes also affect our business organization. There'll be new (and younger!) colleagues who'll learn from us while providing a fresh outlook to the professional and contemporary *McCormick* brand.

We have also learnt that personal and professional qualities can emerge at times of difficulty, even in terrible situations like earthquakes; qualities that encourage us to join forces and start again with a fighting spirit.

If it's true that only those who adapt to change survive, then we'll be ready, along with our customers, dealers, importers and supplier-partners, to welcome these innovations, transform them into shared success and provide our customers with a new concept of comfort, design and technology. It's true! The *music has changed* for McCormick.

**Antonio Salvaterra**



# Eima 2012, two new tractor

**E**ima 2012 was the scene of two important innovations for the McCormick brand, i.e. the new **X50** and **X50M** tractor ranges, both equipped with **Perkins Tier 4 Interim** engines.

A development of the T-Max Series, McCormick's X50 tractor range is available in 4 models, X50.20, X50.30, X50.40 and X50.50, with 85 to 113 HP power ratings and "Power Plus", for extra power at the PTO. The "RPS" version features a transmission with hydraulic reverse shuttle and electro-hydraulic PTO, while the "SYNCHRO" version (not available for the Italian market) has a transmission with mechanical reverse shuttle and electro-hydraulic PTO. As well as sporting new engines, the range has undergone an overall *restyling* process and now has a new bonnet that paves the way for

the innovative *family feeling* to be featured by all the future McCormick tractor ranges. Meanwhile, the cab interior has been given a new *face-lift*, all to the benefit of ergonomics and all-around comfort in a range created for intensive use in the open fields and farm work in general.

The second innovation presented at Eima was the new X50M Series, an evolution of the previous C-Max Series. Perkins Tier 4 Interim engines are the main characteristic of this new tractor series, engines that combine improved performance and low fuel consumption with efficient emission abatement.

The new X50M Series is proposed in three different models, X50.20M, X50.30M and X50.40M, in the 85 to 102 HP power bracket. The transmission is the mechanical type with reverse shuttle. The new range also features a bonnet with a new *look*, true to the innovative *family feeling* that will characterize all the future McCormick tractor ranges. The X50M Series comes in the Standard and HC - High Clearance versions and can certainly satisfy a wide variety of requirements.

Backed by cutting-edge technology, as testified by the new ranges now launched, McCormick gave a preview at the Eima fair of the intensive work project that will occupy the next two years by not only introducing the innovative Tier 4 engines now installed, but also a new functional design concept with a modern and contemporary "*family feeling*" to be featured by all the future families of McCormick tractors. ■

**Bologna.**  
One of the McCormick tractors presented at Eima 2012.



# ranges

## X60 IN THE SPECIAL VERSION

There were also important surprises in store for the visitors at **Eima 2012**, namely two McCormick X60 tractors with an unusual *look* on show in the Argo Tractors stand.

First, an **X60** painted a bright orange colour, a stunning contrast when the machine is used for clearing snow from the roads in winter. This tractor was presented along with a salt-spreader and snow plough attachment to underscore how, in addition to strictly agricultural work, this series of machines can be the ideal solution for

those who need to use tractors with a highly professional setup for jobs like snow clearing.

Lastly, to top the important success achieved by the X60 Series little more than a year after it was launched on the market, McCormick decided to present an **X60.50** model in the “**X-Black**” version with bodywork painted matt black, just like a trendy car. Red leather upholstery and red lacquered trims completed the look. The flagship model, X60.50, has an electronic engine with extra power, up to 121 HP.



**X60.** The special versions of the range, one painted orange and the other, “X-Black” model.

# Sima 2013, McCormick's "New X"

**B**acked by experience and with a corporate policy targeted on development, McCormick has continued with the range renewal project announced at Eima, by launching a new generation of tractors at **Sima in Paris**. Machines that meet the market's highest level expectations as to comfort, performance, "*intelligence on board*" and design.

We're talking about the new **X7 Series**, a high added value range in the 215 HP market bracket.

The new range comprises six models: three with 4-cylinder structural engines and three with 6-cylinder engines and bearing chassis.

**Beta Power - Fuel Efficiency Tier 4 interim** Common Rail engines with **143 to 212 HP** power ratings, Power Plus and 40 km/h at economic engine speed are used in both cases.

The other features of the range include the **Pro Drive** transmission with 4 Powershift speed gears and 6 ranges, Autoshift of the 4 speed gears in all 6 ranges and sequential range shifting, Load Sensing closed-circuit hydraulic circuit with 123 l/min flow

rate, common to all models, up to 6 rear control valves and an electronically controlled rear power lift with 9,300 kg lifting capacity. The 4-speed electro-hydraulically controlled rear PTO is standard equipment on all models, while the electronically controlled front PTO and power lift with 3,500 kg lifting capacity are available on request.



**Paris.** The big screen in the stand.



# Generation”

## A CAB THAT'S AS COMFORTABLE AS A FAMILY CAR

But more than anything else, it's the new “**Premiere Cab**” that raises the level of the new X7 Series to the greatest extent, as it's a true masterpiece of design and comfort.

Result of collaboration between Argo Tractors and an important Design Studio, the new X7 Series cab offers a standard of comfort comparable to that provided by the car industry. With 4 pillars and a generously sized interior, the cab features excellent visibility. The new-style doors have reinforced hinges and a closing mechanism like the ones in cars, a concept that is repeated inside the cab, where materials reminiscent of automobile interiors make everything cosy and led light fittings improve the lighting efficiency and add to the modern feeling.

The controls are arranged in a rational layout, while other characteristics include the tilt-and-telescopic steering wheel, the new integrated instrument panel, the new multifunction armrest with,



**Sima 2013.** The entire staff of Argo France.

among other things, a programmable push-button. All this plus windscreen wiper and light controls on the steering wheel, the automatic turn-indicator self-cancelling function, telescopic and heated rear-view mirrors as an optional and the new patented system for the retracting 2nd passenger seat, which makes it easier to get in and out of the tractor.

Various different optionals, also characteristic of the car industry, can be obtained: driver's seat with a ventilated and heated backrest and air conditioned glove compartment, while the standard equipment also includes the radio with USB port, Bluetooth microphone and 4 loud speakers.

Lastly, the McCormick **X50** and **X50M** Series were also on show at the Paris fair having already been presented at Eima, as had the X-Black and “orange” versions of the **X60**. ■



**X7.** The new tractor is revealed.



**X7.** The range is officially presented at Sima.

## “Life+” as a corporate Vision value

*Environment, Ethics and Made in Italy.* These are the fundamental values of the **corporate Vision of Argo Tractors**, a long-standing enterprise, symbol of tradition based on commitment and reliability.

But that’s not all, because the tractor-making industry of **Fabbrico** also stands out for its flexibility and ability to adapt to the future, with particular attention to environmental issues.

This is testified by the company’s immediate endeavour to adapt the tractor ranges to the new *green* engines, amongst the most pioneering as to emissions, efficiency and fuel consumption, but also by participation in the new “*Life +*” project financed by the European Union, for which a transmission system with a low impact on the environment was presented.

And it was to this project that, on 16 May 2012, Argo Tractors dedicated an important event to mark the 20th anniversary of the European program, during which the interesting initiative was presented and the participants were informed about the company’s experience with the “*Clash Oil*” project.

During the event, the entire process of change was explained to the participants through to the current stage of the project, including the financial aspects, the support obtained from the European Commission and the market.

The participants included several representatives from the local institutions, including **Antonella De Miro**, prefect of the Provincia Department of Reggio Emilia.



**Fabbrico (RE).** The visitors as they are shown around the factory.

## McCormick’s Orchard tractors at the “Giornata della Tecnica”

The “**Giornata della Tecnica**” (“Technical Day”), a biennial event dedicated to all the orchard farming technologies, took place last July among the orchard cultivations of Riva di Sotto, in the province of Bolzano.

Third-time exhibitor **Irsara**, McCormick’s concessionaire for the province of Bolzano, was the protagonist of the event with McCormick’s **F 100** and **F 90** tractors hitched to a variety of implements.

Each year, an increasing number of Italian and foreign exhibitors and visitors take part in the event, which is always a great success.



**Irsara.** McCormick specialized tractors among crop rows at the event.

## Digital publishing is now a reality

McCormick presented important innovations in the *brand* communication sector during the last **Eima** trade show, marking a substantial leap towards the future. McCormick makes its debut in the digital age with digital publishing, where users can consult catalogues, the *company profile*, brochures and even the *house organ* “**McCormick Magazine**” thanks to a *tablet* app.

## McCormick’s new X60 scale model

After a long period during which all the McCormick *fans* waited with bated breath, the new scale model of the prestigious **X60.50** is now a reality. The 1:32 scale model realistically portrays the innovative McCormick tractor in great detail and can be purchased from all McCormick concessionaires. You’ll find a complete list in the Argo Tractors website: **www.argotracors.com**



**P.N. PRO0536.**  
The new McCormick X60.50 scale model.



## 2013 New Vintage calendar

Although it's ultra-modern, the **2013 McCormick calendar** still has a somewhat vintage air.

A special, new interpretation of the old-fashioned billboards, when they were still illustrated and when the wholesomeness of farm produce was undisputed; the economic boom years when agricultural mechanization took place.

A glance back through the years seems positive and gratifying in difficult times such as these.

A fresh, genuine approach and a pinch of yearning for the past are the sentiments expressed by **Cristiano Andreani's** illustrations (*Hotmilk-Garage*).

**2013 Calendar.** The vintage style cover and interior.



## Training for new recruits

Help new recruits to feel at home in the company by providing a global *overview* of the enterprise and its complex, many-faceted organization.

This was the aim behind the training program held by **Argo Tractors** last December and that involved the recent additions to our work force.

A program that touched on all the business divisions, from corporate procedures to logistics, planning to *marketing*, production to *training* and that will allow our new recruits to go about their tasks in the best possible way, with an in-depth, integrated and professional awareness of all the processes in each specific area.

## Enovitis in Campo 2012

A setting like that of the **Condè** enterprise certainly contributed towards the success of **Enovitis in Campo 2012**, held in **Fiumana di Predappio** last 21-22 June.

Amongst the suggestive rows of vines in this wine-making enterprise of Romagna, visitors showed great interest and appreciation for the **F Series** tractors and particularly for their new concept of comfort, performance and design. They also expressed their appreciation for the wide variety of versions and configurations offered by the range, which includes the **F Series** for traditional orchards, the **F-GE** version for low orchard crops and the **F-XL** version for widely-spaced orchard rows.

Each version is available in 7 models with 68 HP to 110 HP power ratings. The **F-N** versions for narrow orchard rows and **F-V** for vineyards add to this comprehensive range and are both available in the footstep and cab configurations.

## A TTX 190 at the Carnival of Cento

Towing floats at the **Carnival of Cento** is a recurring event for McCormick, which provides powerful and reliable machines to tow the heavier creations. This year, it was the turn of a **TTX 190**, chosen for its sturdy construction and lugging power, to tow the imposing and picturesque



float entitled "**Babbo Natale, pensaci tu!**" ("Santa Claus, give us a hand!").

Despite the limitations imposed by the damage caused by the earthquake that struck the Emilia area last year, the traditional carnival parade was still held in the streets of Cento (FE) this year, having been resolutely and successfully organized for the joy of both children and adults alike. There were lots of groups in fancy dress, buskers and delegations from all parts of Italy and abroad, desirous of playing a leading role in this fascinating festival.

**Cento (FE).** A TTX 190 tows one of the larger floats at the Carnival of Cento.



A McCormick tractor range with an increasingly more modern and contemporary standard of efficiency in a comprehensive choice of models and variants.

It's called "New X Generation", McCormick's new generation of tractors identified by an X to mark a more efficient and contemporary line of products characterized by a superior manufacturing standard and a higher market bracket as to *comfort, performance, "intelligence on board"* and *design*.

First-born of the new line is the range of new X50 tractors, which will replace the "T-Max" and "C-Max" models.

The former correspond to the new X50.20, X50.30, X50.40 and X50.50 versions with 85 to 113 HP power ranges, which can be increased by about 8% thanks to the "Power Plus" system. Models X50.20M, X50.30M and X50.40M follow on from the C-Max Series and offer 85 to 102 HP power ratings.

**Power Plus.**

The system that increases the power provided by the engine.





“ Ten all-purpose, compact models in the X50 and X50 M versions

New, modern and functional McCormick *family feeling*

Power Shuttle and Synchro versions available. ”

# performance



**X50 Series.** The range that heralds the new McCormick family feeling.

Counting the X50 M versions as well, it's a range that comprises some 7 models which become 10 if you add the “M” models in the HC version with high ground clearance.

The entire X50 range features Perkins 854E-E34TA Common Rail 4-cylinder engines with 2 valves, Turbo-Aftercooler and 3,400 cc swept volume. The innovative exhaust gas recirculating

system reduces nitrogen oxide emissions at their source without the need for a fluid additive in order to comply with Tier 4 Interim standards. Significant improvements as to power, torque and fuel consumption are achieved thanks to the advanced technology of these engines.

### “REVERSE POWER SHUTTLE” AND “SYNCHRO” VERSIONS

The X50 Series is available in the “RPS” version with hydraulic reverse shuttle and electro-hydraulic PTO. X50M comes in the “*Synchro*” version featuring a transmission with mechanical reverse shuttle and electro-hydraulic PTO.

In the first case, there's a 12-speed gearbox with 3 ranges and 4 speed gears, each of which can be used in conjunction with a 3-stage powershift raising the overall number of available speeds to 36 forward + 12 reverse. The hydraulic reverse shuttle functions on load and its prompt response can be adjusted by means of a potentiometer that modulates clutch engagement and disengagement. ▶

**Cab interior.** Completely re-designed, vast improvement to the level of comfort and ergonomics in the new X50.

## THE APPLICATIONS

### Tillage and work with the PTO

X50 tractors are modern, reliable and can easily adapt to all sorts of soil-working jobs and PTO applications thanks to the wide choice of transmissions available.

With their pioneering technology, the new Perkins engines provide significant improvements in terms of power, torque and fuel consumption.

Use of the Power Plus system increases the power provided by the engine and is activated automatically by the controller when it senses that the tractor must deal with a momentary and particularly heavy duty commitment.

Excellent performance from the rear power lift, equipped with supplementary cylinders and able to lift up to 4,750 kg.

### Towing, transport work and driving on the roads

The X50 Series is ideal for towing work, transporting materials and road circulation thanks to a versatile transmission allowing the tractor to reach 40 km/h top speed.

With its re-vamped interior, the cab becomes an extremely comfortable place of work in all weathers, even when the operator spends long hours at the wheel.

### Handling materials

The X50 series is also extremely easy to handle and versatile when it comes to shifting products.

The Full Crystal cab provides all-round visibility, while there's good visibility from the roof window in the upward direction.

The 55° steering angle adds to the manoeuvrability of the range.



## “M” AS IN “MECHANICAL”

McCormick's X50M Series, where the letter M stands for mechanical, is mainly designed for the European market. The three X50M models feature Tier 4 Interim engines with 85 to 102 HP power ratings, a mechanical reverse shuttle, overdrive (24-12) as part of the standard equipment and an additional optional creeper (32+16), 4WD engagement with the Spring On system, power assisted mechanical PTO and rear power lift controlled by the E.L.S. Ergonomic Lift System.



**X50 M Series.** The “mechanical” version of the range.



## MORE POWER AT THE PTO

It's called Power Plus and is the system used by McCormick to increase the power provided by the engine, automatically activated by the controller on board.

Until recently, this system was the prerogative of large machines for open field work only, but now it's featured by the X50 Series and is activated whenever the PTO is used. As soon as the PTO starts to turn, the horsepower increases by 8-9% in all models with the exception of the top model of the range, which already provides 113 HP.

This means that the effective power supplied to the PTO increases from 88 to 95 HP in model X50.20, from 95 to 102 HP in model X50.30 and from 105 to 113 HP in model X50.40.



**Cab interior.** Particularly high-level comfort for the new X50 tractors.



**Transmission.** The X50 Series offers as many as 8 variants.



- ▶ On request, there's also a creeper which increases the overall number of speeds to 48 forward + 16 reverse, while the machine still maintains its 40 km/h top speed for road circulation.

### HYDRAULIC CIRCUIT AND REAR POWER LIFT

While there are a total of eight variants for the transmission, there's only one hydraulic circuit for the **X50 Series**, but with a decidedly high-level performance standard. The split circuit is always able to provide over 52 liters of oil per minute during work.

Up to 4,750 kg lifting capacity with electronic control thanks to the monitoring system that detects the force acting on the front links. The four-wheel drive is electro-hydraulically controlled and features a 55° front axle turning radius. Electro-hydraulic control for the diff lock and PTO engaging system, which modulates start-ups and avoids transmission kickback.

### CAB: INTERIOR WITH A NEW FACELIFT

The new **X50** tractors also feature a particularly high level of comfort.

The new *family feeling* expressed by the range with its newly styled bonnet, providing a foretaste of the future McCormick tractor ranges, is underscored by an important *face-lift* inside the "**full crystal**" cab, which features exclusive heat-proof glass panels and is conditioned by a system installed on the cab roof.

Completely re-designed, the cockpit provides a vastly improved level of comfort and ergonomics.

The adjustable seat, high-capacity ventilation system, which prevents outdoor air from infiltrating into the cab thanks to an excellent pressurizing system, and a number of other features all contribute towards the level of comfort perceived by the operator.

A transparent roof window ensures maximum visibility in the upward direction, very useful when working with a front loader. ■

# X7 Series: tip-top performance with SCR technology

Better performance, low fuel consumption and low impact on the environment. These are the highly innovative characteristics presented by the new generation of **X7 tractors** featuring 4- and 6-cylinder, 16-valve Beta-Power Tier 4 Interim engines with 4500 and 6728 cc swept volume and turbocompressor with Common Rail direct injection. Compliance with the Tier 4 Interim anti-pollution standards thanks to the S.C.R. “*Selective Catalyst Reduction*” system, but without altering engine performance. It’s a particularly advanced technology that adapts perfectly to the X7 *new generation* range formed by six models with 143 to 212 HP power ratings featuring the McCormick X7 and X70 Series, two ranges with top-most performance levels.



**Cutting-edge development.**

Not only new engines for the X7 series, but an unrivalled level of comfort.



**Low fuel consumption.** Efficient combustion optimizes fuel consumption (from 5 to 7% less), thereby reducing running costs.

**Improved performance.**

The engine is designed to increase torque and power with a faster response (+15% torque) and is not directly involved in exhaust gas treatment.



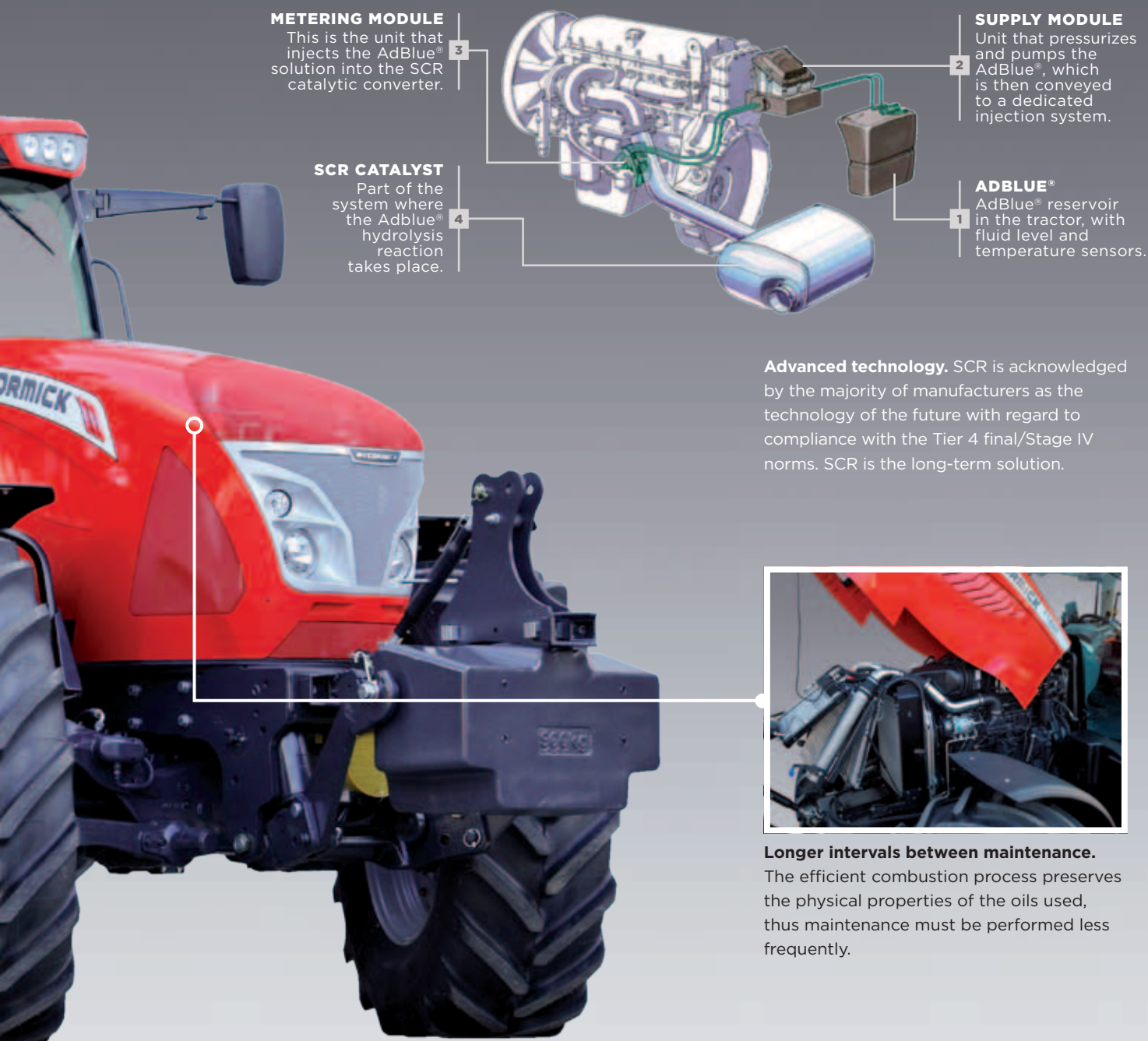
These new engines guarantee higher power and low fuel consumption thanks to the electronic injection and combustion systems, optimized to an even further degree, and the S.C.R. system. Four of the six models are equipped with the **Power Plus** system which uses electronics to automatically increase the PTO's power and torque supply and for transport work in heavy duty conditions. Daily maintenance and service inspections are made easy by the fully opening bonnet and the new, fully opening system used for the individual radiators.

**FUNCTIONALITY AND COMFORT**

Along with the new engines, the X7 Series offers further and decidedly pioneering characteristics as to style, technology and productivity. Functional-

ity is ensured by the **"Pro Drive"** transmission with 24 speeds, 6 ranges and 4 Powershift speeds on load with robotized range shifting and hydraulic reverse shuttle on the steering wheel. The gearbox is electronically controlled by means of push-buttons on the multi-function armrest and possesses the "Autoshift" function, useful during transport work on the roads.

Lastly, the **"Premiere Cab"** is more like a technological lounge, allowing the machine to be controlled in a simple way and in absolute comfort. Besides the styling, ergonomics and functionality of the controls, what strikes the onlooker most is the quality of the finishes, where materials reminiscent of automobile interiors make everything even more cosy. ■



**METERING MODULE**

This is the unit that injects the AdBlue® solution into the SCR catalytic converter.

**SCR CATALYST**

Part of the system where the AdBlue® hydrolysis reaction takes place.

**SUPPLY MODULE**

Unit that pressurizes and pumps the AdBlue®, which is then conveyed to a dedicated injection system.

**ADBLUE®**

AdBlue® reservoir in the tractor, with fluid level and temperature sensors.

**Advanced technology.** SCR is acknowledged by the majority of manufacturers as the technology of the future with regard to compliance with the Tier 4 final/Stage IV norms. SCR is the long-term solution.



**Longer intervals between maintenance.**

The efficient combustion process preserves the physical properties of the oils used, thus maintenance must be performed less frequently.

## Two new agencies for McCormick Mexico

McCormick's branch in Mexico continues to grow. Backed by a market in which agricultural mechanization is strongly developing, the branch has added to its number of agencies in Bajío so as to improve the service provided in the area.

Situated along the Pan-American Highway in the Celaya Salamanca area, **Euroequipos Agroindustriales** in the city of **Celaya** was the first of these agencies and was inaugurated on 19 April 2012.

During that event, McCormick underscored its commitment to maintain a direct line with the Mexican farmers targeted on providing an increasingly better service.

During the inauguration, McCormick also presented the **CX100 Plus**, **BMax100** and **BMax90**, **C85L**, **C75L** tractor ranges plus the **GM40**, and explained their technical characteristics to the farmers.

Next day, it was the turn of the **Representaciones Agrícolas Internacionales** agency of **Irapuato** and an inauguration ceremony that involved 340 farmers from the area.



**Celaya.** McCormick tractors lined up in front of the new agency, Euroequipos Agroindustriales.



**Irapuato.** The inauguration ceremony.

Participants in the event included **Marcelino Balboa**, Director general of the animal husbandry sector and engineer **Raúl Trujillo**, general manager of Emerging Projects, present at both venues.

The focus was on McCormick tractors once again, namely models **MTX 120**, **GMax 115**, **CMax 105**, **BMax 90**, **C75L** and **GM55**.

The tractors presented were part of the extensive 40 to 230 HP range McCormick sells on the Mexican market and specifically designed for this area, i.e. suitable for Mexican farming requirements and able to meet the needs of the local farmers.

Well known in the world-wide markets for the past 100 years or so, McCormick arrived in Mexico in 2003 when a plant was built in Silao, Guanajuato.

The branch now possesses a network of over 30 concessionaires throughout Mexico and is supported by the *Implements and Agricultural Machinery Certification Body* (OCIMA), part of the national Institute for research into forestry, agriculture and animal husbandry (INIFAP).



## The new Argo France branch of St Dizier

The new *Argo France* branch of *St Dizier* is now fully operative after having been transferred in September 2012 to the new site.

The new headquarters will market the three brands, **Landini**, **McCormick** and **Valpadana**, distribute original spare parts and provide full professional support. An investment of over 3 million euro made by the **Argo Group**, geared towards creating a functional, modern structure accessible to all group partners, sales network and suppliers alike.

The presentation days held at the end of January for Landini and McCormick dealers marked the opening of the *Argo France* branch. These events were followed by several "open house" venues in

which representatives from the technical and national press were able to examine the innovative features of the new headquarters first hand.

With a turnover that topped 50 million euro in 2012, the *Argo France* branch has 50 employees and acts as the reference point for 150 dealers of the three brands. Added together, this amounts to some 11 thousand tractors in the whole of France.

The spare parts warehouse stocks over 30 thousand articles and ensures an ultra-efficient, prompt and widespread domestic and international service.



**St Dizier.** The new Argo France headquarters.

### ARGO FRANCE: THE SALES NETWORK MEETING

Take stock of last year and cast the foundations for future projects.

It was with this goal that **Argo France** organized a *meeting* in **St Dizier** with the French sales network last 29 January in which the managers of all the sales and after-sales services took part.

A work day with an extremely intensive schedule.

First the collective meeting at the *St Dizier* Theatre and then on to see the new branch with a visit to the offices and parts storage facility. After this, the participants were accompanied on

an afternoon trip to *Giffaumont*, and *Lac du Der*, Europe's largest artificial lake where the new McCormick tractor ranges were on show along with the Group's major parts suppliers, also present at the event.

Lastly, a presentation of the developments in the service and *marketing* activities and the signs to be used in the outlets was given at the end of the *meeting*.

**2013 meeting.** The French sales network in full force at St Dizier.





## AUSTRIA

**Dietrich consigns the 1500th McCormick**

McCormick's importer *Dietrich* celebrated the delivery of its 1500th McCormick tractor at the beginning of last July.

This tractor, which was an **X60.50**, was consigned by concessionaire *Gründlinger* of *Ottwang* to **Gerald Haböck**, a farmer from *Altenhof*.

An important goal for *Dietrich*, one that highlights the concessionaire's extremely professional outlook and underscores the customers' extreme confidence in the McCormick brand.

**Dietrich.** The X60.50 tractor is consigned to customer Gerald Haböck.



## IRELAND

**2012 National Ploughing Championship**

As usual, the annual *National Ploughing Championship*, one of the most important outdoor events dedicated to agriculture and, most especially, agricultural machinery, was held in **Ireland** at the end of September.

Presented by the Irish importer, *D & S Machinery Ltd*, McCormick's **X60.30**, **MTX-150** and **TTX-230** tractors, this latter equipped with front PTO and power lift, were the protagonists of the 2012 championship.

Some 1,100 exhibitors and 189,000 visitors took part in the event, which was held in *Heathpark, New Ross, co. Wexford*.

**2013 Farm Machinery Show**

The Biennial *FTMTA Farm Machinery Show* was held last 7 to 9 February at *Punchestown Racecourse, Naas, co. Kildare*.

There were over 130 exhibitors at the show, who presented machines and implements in some 140 stands within the 30 outdoor exhibition areas. McCormick's importer, *D & S Machinery Ltd*, presented the **X 60**, **MC Series** and **MTX** tractor ranges at the event.

**X60.50** was the flagship model in the McCormick stand.

*D & S Machinery Ltd* also setup a McCormick merchandising outlet in its area, with the brand's shirts, caps, plush sweaters, jackets, overalls and scale models of the tractors on sale.

The initiative was particularly appreciated by the visitors, especially the younger ones.

**New Ross.** One of the red protagonists in the National Ploughing Championship held in the Irish county of Wexford.



## BELGIUM

## Nagel launches the X7 Series

It was a truly spectacular launching ceremony that **Louis Nagel Quintyn**, McCormick's importer in **Belgium** organized for the new **X7 Series** last March.

*Nagel Quintyn* planned a real show that combined celebrations for the inauguration of the new offices and *showroom* in **Wingene** and presentation of the new tractor series.

The participants' interest was whetted by the large tent that concealed the tractor until finally, the curtain was raised to reveal the new McCormick amidst spectacular smoke effects.

All this was enthusiastically welcomed by the participants, who included numberless customers who consider *Louis Nagel* to be an important reference point for agricultural mechanization in the country.

Along with competence and experience, *Louis Nagel* also provides excellent assistance as to training and technical backup.

End users can count on the importer's help at all times, and its reliable and prompt service.

**Wingene.** Louis Nagel's spectacular launch event for the X7.



## AUSTRALIA

## Clark Equipment becomes the new McCormick importer

**Clark Equipment** was nominated **Australia's** new importer of McCormick tractors in January 2013. Known as one of the 500 *top* Australian private companies and with several different headquarters in that continent, *Clark Equipment* has been marketing agricultural tractors and implements for over 60 years.



**Clark Equipment.** The Newcastle headquarters of McCormick's new Australian importer.

The new importer intends to promote the McCormick tractor range throughout Australia by working through the current network of concessionaires and adding to it where necessary, so as to provide an increasingly more widespread service.

The head office of *Clark Equipment* is in **Newcastle**, where it is managed by **Cole Jones**, *General Manager* for agricultural equipment.

With a long history as manufacturer and dealer of implements, the importer possesses in-depth knowledge of the sector which will certainly be of help in increasing and supporting the market. *Clark Equipment's* organization provides an optimum spare parts and assistance service and possesses a modern workshop with highly trained technicians, mobile repair shops and financing services.

The McCormick brand complies perfectly with the corporate philosophy of *Clark Equipment* and the requirements of the Australian market, with its increasing preference for high quality tractors made in Europe and featuring professional characteristics.



**Norfolk.**  
The new and vintage McCormick tractors owned by the Farrows.

 UNITED KINGDOM

**Loyalty and passion for the McCormick brand**

*Paul and Nick Farrow*, farmers from *Norfolk*, nurture a true passion for tractors, especially McCormick tractors. Assisted by *dealer Stalham Engineering*, the two farmers, father and son, possess 5 tractors which they use in their 100 hectares of farmland.

Their latest purchase was a 198 HP 6-cylinder McCormick **TTX210** to be used with a heavy five-furrow plough in fields where sugar beet is cultivated.

But the *Farrows'* passion for tractors doesn't stop at the more advanced and performance-oriented machines. "*We don't like selling old tractors*" admitted *Nick*, "*so we collect them. We have 10 vintage tractors, which we use for exhibitions and parades. This is something else*" continues *Nick*, "*that gives us a lot of satisfaction*".

 PHILIPPINES

**Super Trade: a growing market**

*Super Trade*, McCormick's importer for the **Philippines**, continues to grow. Just three years after beginning to work with the McCormick brand, the concessionaire has conquered the market of the Philippines with much appreciation for the quality of this product, *Made in Italy*, and a worthy competitor of other, non-European brands.

McCormick's success in this market has been particularly due to the professional dealings and entrepreneurial skills of *Super Trade*, which offers an excellent service both as to training and customer assistance.

Sugar, rice and pineapples are the main cultivations in the Philippines, crops for which medium power tractors, from 50 to 160 HP, are required with a particular preference for the **C-MAX Series**.

 POLAND

**Ten years with Romanowski**

Last 25 May 2012, the famous "**Majówka 2012**", or **May Picnic** was held in **Sulowo** in the suggestive **Romanowski** farm. This was when the 10th anniversary of the partnership between McCormick and **Przedsiębiorstwo Romanowski**, the official importer for **Poland**, was celebrated.

**Mario Ribolla**, the Export Sales Manager of **Argo Tractors** and Export Area Manager **Andrea Leonardi** took part in the event in which 3,000 customers and 12 suppliers from the agricultural machinery sector also participated.

During the festivities, **Roman Romanowski**, proprietor of the enterprise, was presented with a commemorative plate to mark his 10 years of collaboration with McCormick.

Apart from the celebration speeches, one of the *highlights* of the day was a *barbecue* held on the lawn and a raffle for the customers with a car as the prize.

The volume of McCormick tractors exported to Poland has increased considerably over the last two years and should amount to some 500 machines in 2013. The ambition is to become one of the major brands of agricultural tractors in Poland also thanks to an increasingly more widespread distribution throughout the country.

Last year, the importer more than doubled the number of McCormick concessionaires, which rose from 20 to over 40.

**Sulowo.** Presentation of the commemorative plate to mark 10 years of collaboration with Romanowski.



# McCormick's X70 uses Adblue® by AgroLube

The new limits imposed by the anti-pollution laws and the continual development of diesel engines targeted on reducing fuel consumption require increasingly more sophisticated emission abatement systems for tractors.

The **SCR** (Selective Catalytic Reduction) system used in higher-power tractors such as the **X70 Series** and the new **X7 Series**, requires a reducing agent of chemical origin like **AgroLube's AdBlue®**, a urea-based liquid which, when added to the exhaust gas, converts the nitrogen oxides into water vapour and nitrogen. **AdBlue® AgroLube** is a solution formed by 32.5% of highly pure, particularly safe and environment-friendly urea. It belongs to the lowest water pollution category and is not dangerous.

**Agrolube's AdBlue®** is not a fuel additive. It is inject-

ed from an auxiliary reservoir into the catalytic systems of vehicles with SCR technology and must be perfectly pure.

AgroLube chose **BASF** for the production of its **AdBlue®** as a guarantee of excellence for a product created exclusively from synthesizing processes, which conforms to the stringent requirements imposed by SCR technology and standard **ISO 22241**.

Use of **Agrolube's AdBlue®** together with SCR technology in X70 and X7 Series tractors optimizes soot particle emissions and fuel consumption without impairing engine power.

On the long-term, the combination of SCR technology and **Agrolube's AdBlue®** ensures decidedly better driving: more economical, eco-friendlier and with higher performance.

In view of the sophisticated and delicate components in the **AdBlue®** circuit, especially the pump and SCR catalytic converter, it is essential to use a good quality product since an unsuitable compound would lead to costly damage to major components. The presence of even the tiniest quantities of heavy metals or other pollutants in a poor quality **AdBlue®** product would cause early wear on the catalytic converter, i.e. the component in the exhaust circuit that encourages the chemical reaction that dissociates the nitrogen oxides.

Only use of an original product obtained by "synthesis", i.e. without being handled in any way after having been manufactured, guarantees perfect compliance with the requirements of the system and allows it to function in the best possible way without shortening the life of its components.

**AdBlue® AgroLube** by **BASF** complies perfectly with these requirements since it is created by a dedicated system, with particular attention to the purity of the compound.

Detailed chemical analyses of each individual product lot guarantee the best efficiency and preservation of the exhaust gas abatement system, as established by the **Argo Tractors** directives. ■



Agrolube AdBlue.  
The can.

# Red Fox is champion

Ninth consecutive victory  
in the Italian Tractor  
Pulling championship  
for McCormick in  
the Pro Stock Category

Difficult race tracks full of stones and treacherous hollows, a new organization and fewer laps did nothing to stop **Red Fox** which, with 127.5 points in the Italian **2012 Tractor Pulling** championship as well, conquered a place of honour in the **Pro Stock** category. Despite the hardships and innovations to the championship, **Red Fox** still mounted the



# of Italy

highest step on the podium in all the 2012 laps. It was the ninth consecutive victory for McCormick's "**Red Fox**", a victory achieved through to the end.

Piloted as always by **Elvio Moretti**, who masterfully faces the most difficult conditions, *Red Fox* hasn't changed much from the previous edition. Except for a couple of small adjustments

during the winter so as to improve the machine's power and reliability, *Red Fox* was practically the same as ever.

But credit for the new victory goes to all the *Team* members who work around the tractor: the driver, the **Argo Team** and the entire **Service** staff who help out each day and contribute towards McCormick's success even when it comes to *Tractor Pulling*. ■

**Red Fox.** Piloted by Elvio Moretti, the tractor always provides an excellent grip.



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