

McC Magazine

TECHNICAL INFO JOURNAL
YEAR 1 | N° 1 | JUNE 2009

MCCORMICK NEWS FROM THE WORLD

Argo Tractors: **organization and strategy**

CX Series. The new specifications

Tractor Pulling: **il Red Fox goes Prostock**



TECHNICAL INFO JOURNAL PUBLISHED BY ARGO TRACTORS S.P.A. VIA MATTEOTTI, 7 | 42042 FABBRICO (RE) AUTH. OF THE COURT OF REGGIO E. N. 105/19/02/2002



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

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Tractor Pulling. The new Red Fox, McCormick is protagonist of the 2009 championship



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Leading article

Dialogue with the end user is a priority for *Argo Tractors*. Communication allows us to get the most out of our tradition. It makes our company's present and future dealings known to the world at large. But it also helps us to receive indications and suggestions about everything that could be of use to the direct users of our tractors and this allows us to improve the quality of our products and services to an even greater extent.

Towards the end of last year, *Argo Tractors* launched a new, clearer way of communicating, one that was established and founded on the values that identify our company. A program that began when the new web site, www.argotracors.com was published and includes new initiatives, such as the new edition of the McCormick and Landini *house organs*. The latter, now in its tenth edition, has been completely re-vamped with lots of different articles and information. It's easier to read and is more directly in contact with the world that you farmers, farm contractors, ground care professionals and dealers experience day by day.

McCormick Magazine is completely new for the McCormick brand. It's a magazine with an international look filled with interesting information, new product presentations, comments and opinions.

Two separate editorial products, since each refers to a different brand, but united by a common goal, which is to provide a new form of contact, a means for promoting the values, the philosophy, the successful results and innovations both inside and outside the companies.

Publication of the new **McCormick Magazine** and **Landinista** journal is an important event for the tractor world as it provides communication media for imparting information and discussions about development issues. A journal can provide significant opportunities, a means for conveying news and information in a formative way, besides being an element on which our corporate identity is based. More generally, our new house organs will allow us to disclose truly remarkable aspects of the brands to our public.

Argo Tractors intends to propose quality communication media and will gradually broaden the outlook until achieving a mix that tells of events, of marketing, personal experience, keen interests, the trends of the market, of agriculture... while naturally keeping our attention focused on tractors. It's a demanding project but with hard work and determination, there's nothing to stop us achieving our goal. And we'd like to do it together with you, by taking the cue from your ideas, proposals, criticism, technical queries. Your suggestions will be very welcome, so send us a mail to marketing@argotracors.com

Ruggero Cavatorta



Argo Tractors, a stra

One single enterprise that includes two important brands. With one common goal: achieve qualitative excellence.

The McCormick brand came under *Argo Tractors* in 2007. *Argo Tractors* is a tractor manufacturing enterprise of worldwide fame which, besides McCormick, also possesses the Landini brand. But how was *Argo Tractors* established and what was the reason for creating a single “focal point” for two brands with such different origins?

Argo Tractors was the result of a re-organization process that took place within the Argo Industrial Group, the holding that controls several manufacturing enterprises, service-providing and distribution companies, besides various different brands in the agricultural machinery sector. Two of these are McCormick and Landini, important names in the tractor world that have acquired a significant standing in the market and that will certainly grow and become even more established. Thus it became necessary to create a single undertaking able to provide the brands

with adequate room for growth through a single-minded strategy. The establishment of *Argo Tractors* thus allowed the business activities of McCormick and Landini to be incisively coordinated, allowing them to benefit from the synergies deriving from the lengthy experience acquired by these two different companies from the same sector.

This sharing of the heritage of know-how, experience and technologies acquired by each of the enterprises, now combined in a single undertaking, thus led to the success of both the brands and these characteristics have contributed towards the creation of unrivalled know-how and global value.

INTEGRATED BUSINESS

True to the philosophy of the Argo Group to which it belongs, *Argo Tractors* has founded its business activities upon the deepest integration between manufacturing and commercial spheres in a strategy that makes the most out of the various and strongly amalgamated corporate areas: production, sales, R&D, engineering, purchases, logistics, pre and after-sales services.

Thanks to the synergies developed between the two brands, it has now become possible to maximize the results by concentrating our efforts on the different business areas. This also occurs when it comes to tracking down everything that's needed for creating and developing new products. Thus, for example, the

strategic focal point

“24.000 tractors produced per year.

2000 employees and a constantly increasing turnover.

20% of the sales are obtained on the domestic market and 80% from exports.”



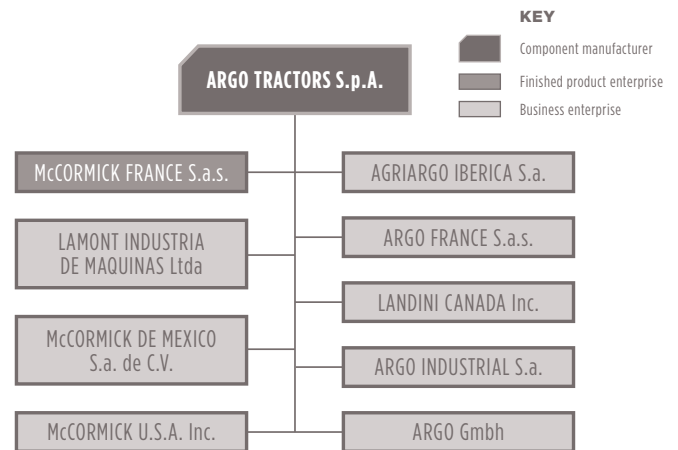
manufacturing activities take place in four plants, each of which is dedicated to a specific product line. Moreover, there is another factory that deals with components and two after-sales service centers in Italy and France.

OPTIMIZED RESOURCES

Along with engineering, the research and development division is located in the headquarters of Fabbrico (Reggio Emilia). There are quality controls in all areas of the factory as the intention is to achieve qualitative excellence.

Another aspect concerns distribution. *Argo Tractors* itself manages the distribution activities of the Italian market, through 170 dealers, and of another 9 foreign markets (France, Germany, Spain, UK, United States, Canada, Mexico, Brazil and South Africa) through trading subsidiaries and the services of some 140 importers.

About 50% of *Argo Tractors*' turnover is obtained from these markets, thus the branches play an extremely important role when it comes to the company's success. In actual fact, the foreign subsidiaries guarantee an average growth rate that's superior to the *Argo Tractors* average, creating value in relation to both net returns on sales and invested capital. Although they comply with the corporate goals, the branches are completely self-managed and independent with a view to achieving the utmost customer



satisfaction in the respective markets. Speaking in practical terms, all this boils down to tangible answers and high value for the farming professionals of all countries.

Nowadays, with its McCormick and Landini tractors, *Argo Tractors* is present throughout Europe and the rest of the world with one of the most comprehensive product ranges available, with 35 to 200 HP machines in the 4 and 6 cylinder open field, orchard, vineyard, crawler and utility families.

And with a level of excellence achieved by all the never-ending commitment dedicated to innovating and improving the quality of the product. ■

McCormick innovation at Sima 2009.

McCormick has always been the symbol of pioneering technology and innovation.

This is why McCormick, which is one of the *Argo Tractors'* enterprises, always arouses a lot of interest at machinery trade fairs, where innovations attract even the most demanding farming professionals. And **Sima 2009** was no exception to the rule, as the visitors were enthusiastic about the latest innovations and recent restyling the Fabbrico plant had made to its tractor ranges.

These upgrades had particularly concerned the McCormick **MTX** series, which sports a new cab with 4 pillars and a new bonnet, resulting in an even more modern and ground-breaking look.

The range now includes the **MTX 145** 133 HP model as well as the MTX 120 and 135 versions.

All the MTX models are equipped with **Beta-Power Tier 3** 6-cylinder engines that offer the

best when it comes to comfort, running economy, reliability and long life.

Other additions include the McCormick **XTX 185** model, a tractor able to provide a superior performance on both the fields and roads. This range, which now includes three models, i.e. **XTX 145, 165 and 185**, features the new 6-cylinder 6728 cc 24-valve **Beta-Power** engines with turbocharger and *Common-Rail* high pressure electronic injection, able to develop up to 183 HP in the *Dual Power* mode.

Some of the models in the McCormick range have been restyled in a remarkable way.

Complete renewal for the **GM** series, which features new 3 and 4-cylinder **Yanmar** engines as well as a radically new look and further technical improvements.

New engines also for the **CX** series, top of the range par excellence when it comes to open field tractors in the 100 HP bracket. They now come with modern **Perkins Tier 3** 1104-44T Turbo and Turbo aftercooler engines with improved efficiency and low fuel consumption.

The engine in McCormick's telescopic **Tele-Trac** is also new. It's the latest generation 4-cylinder **Tier 3 Sisudiesel** turbo aftercooler engine able to provide 150 HP/ISO with a high torque reserve and low fuel consumption.

The innovations that McCormick presented at **Sima** also aroused the curiosity of celebrity guests, such as the French Minister of Agriculture **Michel Barnier**, who was on an official visit to the trade fair and stopped by at the *Argo Tractors* stand.

The *Argo Tractors* booth at **SIA**, the International Exhibition of Agriculture, which took place at the same time as Sima, also received an important visit from President **Nicolas Sarkozy**.



Sima 2009. Nicolas Sarkozy and Michel Barnier on the left. On the right, Giovanni Sostizzo, chairman of the French branch.



Argo Tractors. The future projects include increasingly closer relations with the professional categories.

Argo Tractors, agreement with Unima.

Offer farm-contractors exclusive services and conditions. This was the goal of *Argo Tractors* which, with a view to dealing in an increasingly more professional and dedicated way with the farm machinery enterprises, signed an agreement with **Unima**, the association that represents farm-contractors locally and on a national and community scale.

Amongst the initiatives in favour of farm-contractors, the Unima associates will be able to take advantage of packages at special terms, subsidized loans, advantageous conditions for spare parts and lubricants, technical manuals and house organs free of charge.

Moreover, the agreement also involves the Landini dealers, who will be able to organize product presentations, visits to the Fabbri plants and other promotional initiatives in collaboration with Unima's provincial headquarters.

Thanks to this agreement, *Argo Tractors* will be able to strengthen McCormick's image to an even further extent, while the brand will become even more well known on both a local and national scale.

This is the first step of a strategic plan that *Argo Tractors* has undertaken in favour of the professional categories, in which it intends to invest to an increasing extent by offering tailor-made solutions.

McCormick Dealer meeting in Bologna.

The sales network is a true capital for McCormick. This is why it is always the center of attention in every trade activity, development strategy and corporate business upgrade.

So the annual dealer meeting is a very important event as it is a time for discussing results and prospects. The meeting took place at the end of the year and, on the day prior to the opening of Eima, saw the 70 McCormick dealers from all parts of Italy flock to the Hotel Centergross in Bologna.

The schedule of the meeting was particularly intensive and included the participation of **Alberto Morra** from the Steering Committee, **Mario Danieli**, Sales Manager for Italy, **Ruggero Cavatorta**, Marketing and Communications Manager and **Antonio Salvaterra**, Product Manager.



Bologna. A photo of the dealer meeting held last 11 November.

Salvaterra illustrated the innovations exhibited at Eima 2008, such as the restyling the **GM** and **CX** series had undergone.

Not only did the dealer meeting give McCormick the chance to do all the usual things, i.e. discuss the business trend, analyze the market and plan future goals, but also to share information with the dealers about the numerous initiatives in which McCormick is investing and to prepare the ground for future dialogue with the sales network, as a corporate asset of vital importance.

These initiatives include the new web site, the promotional campaigns, development of the sales literature and coordinated image as well as participation in the more important machinery trade fairs.

The 200 years of McCormick's Cyrus Hall.

Two hundred years, two centuries have elapsed since 1809, when **Cyrus Hall McCormick**, the man who created today's McCormick brand, was born in Virginia.

A pioneer of agricultural machinery, McCormick was an inventor but most especially a forerunner in sectors such as engineering, business management and finance. A man who made hefty investments in the construction of systems and who introduced ground-breaking business regulations. But above all, he amazed the farming world with inventions able to mechanize the farmers' daily work.

One of these, in 1831, was the reaper-binder.

On the other hand, the first McCormick tractor was created many years later, in 1949, the year in which the first brand-new **Farmall**, model **M**, drove off the **Doncaster** production line.

Cyrus Hall McCormick died in 1884, just when **OLF**, acronym of **Officine Landini Fabbrico**, now **Argo Tractors** and owner of the new McCormick, was established in Fabbrico.

Thus McCormick died without ever having produced a tractor. The enterprise continued to grow and develop thanks to the inventor's wife **Nettie** and brother **Leander**, who took up the spiritual heritage of **Cyrus Hall McCormick** by continuing his work.

Later on, the factories of **Saint Dizier**, where transmissions were made, and **Doncaster**, for the production of tractors, were acquired by the Argo Industrial Group which relaunched the McCormick brand with the official denomination of **McCormick Tractors International Limited**.

Nowadays, the McCormick tractors continue to remain faithful to the values that made this brand outstanding. Amongst tractor manufacturers, McCormick is considered a true reference point as to quality, construction skills and pioneering design, particularly in English-speaking countries. And thanks to technological evolution, the new generation of tractors is increasingly more reliable, performance-oriented and true to the values that have made McCormick a worldwide leader.



The '50's. One of the first tractors to leave the Doncaster lines, a mod. M Farmall.



PNEUMATICI AGRICOLI - INNOVATIVI E VERSATILI PER TUTTI I TRATTORI

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CX, the medium tractor t

Tip-top performance, functionality and comfort for this range of McCormick tractors, with technological features that suit an extremely wide range of customers



CX Series. A new generation model.

Try one out and see. It's highly unlikely that you'll obtain a high performance from a tractor in lots of different jobs. So much so, that the majority of farm operators decide to purchase several machines, each of which is used for a specific purpose.

All this changes with the new generation of McCormick **CX** tractors.

Known throughout the world for the reliable, high-performance machines it produces, *Argo Tractors* has created a range of medium-bracket tractors which should be classified in a distinctly superior category as to efficiency.

The CX series comprises three models featuring ground-breaking mechanical, hydraulic, electronic and ergonomic features. Versatile and powerful, the CX 90, 100 and 110 tractors have been designed to provide high technological value so as to comply with the requirements of a wide range of customers and deal with the most difficult jobs in the fields.

The high performance provided by these tractors stems from certain important characteristics.

First and foremost, their new generation Perkins 1104D **Turbo Tier 3** engines with power ratings of

hat acts big

“The CX Series sports a restyled cab and new engines.

Besides providing a modern look, the new roof has a transparent window allowing the operator to keep a watchful eye on the front loader right up to its maximum height.

The new range comprises three models, i.e. CX 90-100 and 110, with 83 to 102 HP power ratings.”

up to 102 HP. Designed specifically for agricultural use, they provide exceptional power and torque.

Other features of the range include the two **Syn-cro Shuttle** and **Xtrashift** versions, which differ in the differently configured gearbox installed and offer a decidedly generous range of speeds able to deal with the most varied uses and applications.

HIGHLY ADAPTABLE

The CX range can be used for an even wider variety of jobs thanks to the electrohydraulically controlled power take-off available in the two speed combinations, 540/750 and 540/1000 RPM.

The versatile and easy to use system allows the operator to get the most out of the available power and to optimize the work done with the PTO itself.

Smooth and progressive engagement reduces the loads when starting up and lengthens the life of the components.

The CX range also features the **EHR electronic power lift** as part of the standard equipment. Besides providing a lifting capacity of up to 4450 kg, this power lift also allows the operator to maintain precise and accurate control of the rear hitch.

Thanks to the arrangement of the controls,

CX Series.

The range is ideal for lots of applications.



which is similar in all the models, the operator is able to regulate both the commands and sensitivity of the electronic system to suit the implement and soil conditions.

All the models in the CX range have a high capacity hydraulic circuit designed to allow total control over both the tractors' hydraulic systems and the implements used. ▶

THE APPLICATIONS

► Tillage

The new generation engines feature high power and torque at the most frequently used engine rate. This, along with the generous lifting capacity and rapid torque increase, makes the CX series ideal for tillage and other soil working jobs in medium-sized farms.

► Applications with implements

The CX series is suitable for numerous open field jobs with lots of different implements.

All due to the remarkable performance provided by the PTO and the high capacity hydraulic circuit as well as the vast number of speeds, allowing the operator to always choose the right one for the work he must do.

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

► Handling materials

The CX series is also extremely easy to handle and versatile when it comes to shifting products. Good visibility from the cab and the 55° steering angle guarantee agile manoeuvres. The Xtashift version with Powershuttle reverse shuttle for fast changes of direction is ideal for this sort of work.

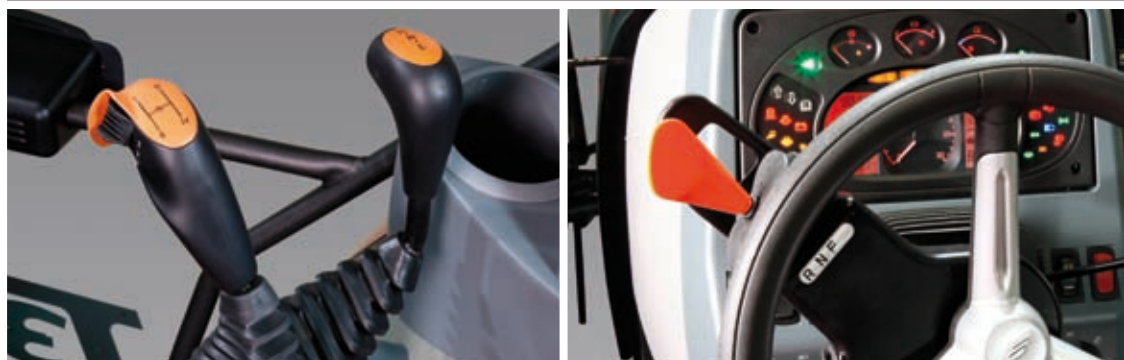
► Transport work, towing and driving on the roads

The wheelbase and weight distribution make these tractors extremely comfortable to drive and safe when employed for transport work, towing and driving on the roads. Safe braking is ensured by the 4-wheel drive system with automatic braking on all four wheels. The Xtrashift gearbox is ideal for fast driving as it offers three ranges on load and a 40 kph top speed.



TWO TYPES OF TRANSMISSION: SYNCR SHUTTLE AND XTRASHIFT

McCormick CX tractors are available with two types of transmission. The Syncro Shuttle transmission features a basic mechanical 8-speed gearbox (8 FWD + 8 REV speeds). This gearbox can be associated with a 2-speed Powershift with mechanical reverse shuttle, which increases the number of available speeds to 16 FWD + 8 REV. With the further addition of the creeper, the overall speeds available rise to 24 FWD + 12 REV: The XtraShift version is more modern and offers a higher performance. It's an ultra-new electronically controlled transmission with 4 speed gears, each of which with three Powershift speeds and 2 ranges. The selector for the 3 Powershift speeds is installed on the gearshift lever and allows you to rapidly engage the most suitable speed using just the thumb. Moreover, the hydraulic reverse shuttle can be used to reverse the tractor's direction, thus obtaining a total 24 FWD + 24 REV speeds, which become 36 FWD + 36 REV speeds with the creeper, available on request. Using the "neutral" position of the reverse shuttle, you can easily stop the tractor to carry out baling work or when a front loader is used, thus doing away with use of the clutch.



The controls. The gearshift and reverse shuttle levers.

► LUGGING POWER AND MANOEUVRABILITY

The CX series provides an excellent performance on all types of ground. Lugging power is assured in even the most critical conditions thanks to the diff lock with **Limited Slip**, which improves the tractor's performance and makes it even more reliable.

Besides the On and Off positions, the 4WD front axle also features the automatic disengagement mode, activated by depressing one of the brake pedals when these are unlatched. The system engages again as soon as the pedal is released. All this ensures higher productivity and greater efficiency during headland manoeuvres.

Lastly, the turning radius of CX tractors is particularly tight, thanks to the 55° steering angle achieved by means of a 6° angle of rotation allowing the wheels to steer to a greater extent. ■

CX Series: the luxury cab with the refined design

While CX is working, the operator will find an answer to all his needs when it comes to comfort. With a stylish look and up-to-the-minute ergonomics, the cab of the CX series offers excellent standards of quality and well-being.

Modern as to design and equipped with four pillars, the cab features all-round visibility thanks to large doors hinged at the rear which also allow the operator to quickly and safely climb in and out of the machine.

The openable roof in heat-absorbing glass facilitates work with front loaders.

Excellent sound-proofing thanks to use of specific materials, high-standard finishes and silent engines with a noise level that complies with the standards.

Thanks to the position of the air conditioning system, which is installed at the rear and is routed through the roof, the cab height has been kept lower



The dashboard. The information is easily and immediately interpreted.



The cockpit. The seat can be adjusted to suit personal requirements.



that that of the average tractor and allows the machine to be used where space is at a premium. This characteristic is particularly accentuated in the Low profile cab version, i.e. designed to reduce the height of the tractor. The differences in this version principally concern the ventilation, heating and air conditioning systems, which have been installed in another position so as to reduce the size of the roof, thus limiting the overall height of the cab.

AUTOMOTIVE INTERIORS

If you want to really appreciate the luxury of the CX series, just climb into the cockpit, where the interiors have been made even more comfortable thanks to the particular care for detail and the automotive style.

The cockpit is generously sized and comfortable. All the controls can be easily reached and are positioned in a simple, logical way so as to allow the tractor to be safely and promptly operated.

The ergonomic arrangement of the controls and adjustable temperature and ventilation parameters allow the operator to work with less stress in every season.

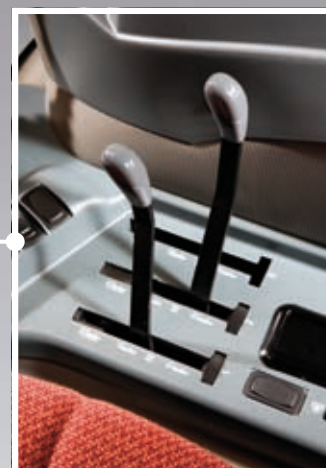
UTMOST PRECISION WHEN DRIVING

The particularly high-level comfort offered by the CX series is also underscored by the dashboard instruments, which allow the operator to immediately obtain all the information he needs and to operate the tractor with the utmost precision. Easily and immediately interpreted, the instruments comprise analog indicators showing the engine rate, the fuel level and the temperature of the engine coolant. A digital display in the center of the instrument panel provides specific indications about the way the tractor is operating, with differentiated indicator lights to show the functions and any faults that might occur.

On request, the tractors can also be fitted with radar, so as to obtain even more detailed information about the machine during the most different operations.



Console. The PTO switch is installed on the driver's right.



Interior. The lever controls of the auxiliary control valves.



Wales. Dave Hill alongside an array of McCormick tractors. Below, manager Mike Hill.



UNITED KINGDOM

Riverlea Xtra, the best dealer in Wales

Last year, **Riverlea Xtra** proved to be the most successful dealer in Great Britain.

The enterprise consigned more McCormick tractors than any other dealer and acquired the largest portion of the local market.

A success achieved thanks to the new generation McCormick tractors, from the CX, MX and MTX series to the new XTX range, but also and above all to the high-level service the dealer provides for the customers. During an **Open Night** organized to celebrate the results obtained, the manager **Mike Hill** thanked the numerous farmers and farm-contractors from *Pembrokeshire* and *Camarthanshire*, and emphasized how the McCormick range represents an important heritage but also a significant part of the future.

A future in which the new XTX will be a first class tractor amongst the McCormick innovations. "The main feature of the XTX series", affirmed colleague **Dave Hill**, "is the *XtraSpeed* transmission, with eight *powershift* speeds, allowing the operator to control the tractor's speed in an extremely versatile way. Another feature that considerably increases the quality standard of the new McCormick tractors".

One must not forget that credit for this is due to the experience and hefty investments that the Argo Group has made in the Italian factories where the McCormick tractors are now manufactured.





UNITED KINGDOM

A red fleet for 400 head of cattle

High quality tractors and an efficient assistance service are fundamental for an animal breeding farm like that of **John Sollis** in *Ffynnon Ddofn, Newport* in *Pembrokeshire*.

John Sollis, who possesses a farm with 400 dairy cows and 550 beef and replacement cattle, has purchased a real fleet of 60 to 150 HP McCormick tractors from the dealer **Riverlea**, machines able to deal with all the everyday farm work.

The range includes three MC 130 models for the numerous jobs in the farm and an MTX 135 which, along with another two models from the MTX series, is used for spreading liquid manure and for other operations in the fields. Lastly, the smallest model, a 58 HP F60 tractor, takes care of the daily work in the cowsheds.

“With 950 head in the farm,” said *Sollis*, “we need tractors able to keep going from morning to evening without ever stopping. The little McCormick tractor is exceptional, since it is extremely easy to handle and able to quickly and effortlessly deal with any job”.

Pembrokeshire. One of the tractors is consigned to John Sollis.



Melk. The group of dealers who attended the course.



AUSTRIA

Safe driving around the circuit



A day at the Wachauring motor-racing circuit of *Melk*, Austria. This was where **Dietrich**, McCormick's Austrian dealer, organized a safe driving course for the dealers who work in his area.

Protagonists of the event were the tractors of the McCormick range, especially the CL, CX-L, CX, MC, XTC and Cmax series, which were severely put to the test in all the driving situations created along the prestigious circuit.

Owned by the Austrian Automobile Club **Ömtac**, the circuit is one of the most well known in Europe since it presents all the most difficult driving conditions, from aquaplaning to ice, obstructions and real off-track situations.

So it was here, with the McCormick tractors, that the dealers were able to learn how to act in the utmost safety whatever the circumstance, both on the tarmac and on dirt roads.

The safe driving course organized by *Dietrich* is part of an initiative that the importer repeats each year during the meeting with the sales network, and with different goals. This year, on that occasion, the dealers were presented with the sales data of McCormick tractors in Austria, boasting a turnover that continues to grow.

The successful trading results achieved in Austria are of great importance for McCormick. And it was in Austria that another significant event took place: consignment of the thousandth McCormick tractor, testifying to how much this top quality brand has become appreciated and established in just 5 years.



UNITED STATES

Max Armstrong visits the McCormick stand at the National Farm Show

The “*National Farm Machinery Show*” is America’s biggest trade fair dedicated to agriculture.

And it was held for the 44th time during the month of February at *Kentucky’s Exhibition Center of Louisville*, with over 800 exhibitors and 300 thousand visitors.

McCormick was on show with the new TTX series and the restyled CX and MTX ranges alongside the well-known CT and XTX series.

The important agricultural machinery fair was also a singular event for the tractor company.

Guest of honour at the McCormick stand was none other than **Max Armstrong**, the most famous American journalist in the farming world, who distributed his coveted autographs.

Lastly, a model McCormick tractor was consigned to the first 25 people who met *Armstrong*.



Louisville. The McCormick stand and the crowds of visitors.



MEXICO

The new G-Max is launched at Expo Agro Sinaloa

The **G-Max series** has officially landed in Mexico. During the first week of February, McCormick’s new range of open field tractors was officially presented at **Expo Agro Sinaloa**, the most important agriculture exhibition of the North of Mexico.

This prestigious event, which unites thousands of farmers from the Pacific Zone as well as visitors from all over the world, was thus the venue that launched the new McCormick range featuring a selection of four models. A perfect choice for mechanizing the extensive crops cultivated in this area. “**Structural**”, the dealer of the State of Sinaloa, took part in the event with its proprietor **Filipe Gonzales**, as well as the McCormick Mexico branch.

McCormick Mexico was created in 2004 and has developed to an amazing extent in just a few years. So much so, that it has now acquired 5% of the Mexican market. 30 dealers currently work for the branch and cover the entire country.

Besides being the event that launched the G-max series, the exhibition was also the occasion at which McCormick announced that it had acquired Quality certification for McCormick tractors, a prestigious acknowledgement from the Mexican government, which grants subsidies to farmers in the area who purchase McCormick tractors.



Sinaloa. McCormick tractors on show.



Atlanta branch. The group of North American dealers who won a bonus trip, in front of the Fabbrico headquarters.



UNITED STATES

Trip to Italy for the USA branch

A bonus trip to Italy for a week. There were **12 dealers** from the United States' branch of *Argo Tractors* who received a 9-day tourist trip to Italy as an award for the sales targets they had reached.

An itinerary that began at the beginning of April with a visit to Rome, the international flight destination, and which then proceeded to various parts of Italy: Florence, Verona and Reggio Emilia, where the 30 participants got the chance to see the **Fabbrico plant** and the **Parts center of San Martino in Rio**, as well as to take part in meetings organized for the occasion.

The dealers and their companions were highly enthusiastic and satisfied with the whole initiative. Thanks to the results they had achieved, they were able to visit some of Italy's loveliest and most interesting cities from the cultural and tourist aspects, as well as getting a first-hand glimpse of *Argo Tractors*, manufacturing center and reference point of the Atlanta branch.

After Italy, the trip concluded in **Germany**, with a visit to the **Fella** factory in **Nuremberg**, where the haymaking implements marketed by the Argo Group are manufactured.



POLAND

Meeting with the dealers: discussions and awards

A two-day event for meeting with the sales network, discussing technical issues and awarding the dealers who had achieved the best sales results.

That's how the McCormick dealer meeting in Poland concluded. The participants included the importer, **Romanowski**, the staff of *Argo Tractors* and the 50 or so dealers who work in Poland itself.

The meeting took place in the suggestive surroundings of Dworek Romanowski, in **Sulowo**, where an exhibition of McCormick tractors had also been set up along with the 2009 innovations.

The prize giving ceremony that awarded the 5 dealers who had obtained the best sales volume results last year, was accompanied by an interesting discussion about the technical aspects of the tractors.

All this is part of the philosophy of McCormick, that welcomes a continuous feedback from its sales network so as to guarantee increasingly more dedicated solutions to the need for farm machinery.

Poland. One of the best dealers is awarded by the importer Romanowski and Argo's sales manager, Luigi Coppa.



New Tier III engines for the entire McCormick range

More compact, powerful and silent. The new engines offer greater comfort and lower running costs.

Argo Tractors continues its race towards innovation. Promptly complying with the European and North American standards governing emissions into the environment, the Fabrico plant upgraded its entire range of McCormick tractors by offering the new Tier III from the year 2009.

Thus shrewd decisions were made for all models by adopting tailor-made solutions for each power category and type of use.

The McCormick range is actually one of the most comprehensive when it comes to marketed models. It covers specialistic requirements, those of small enterprises and professional users alike and also includes high-power machines with over 200 HP ratings (19

ranges and 56 versions per brand).

Not only does this engine upgrade, with use of Tier III engines, allow *Argo Tractors* to comply with the legal provisions, but it also enables the company to provide the end user with new competitive benefits:

- ▶ **More respect for the environment: fewer harmful emissions**
- ▶ **More comfort: less noise and vibrations**
- ▶ **More performance: higher torque available**
- ▶ **More savings: lower running costs**
- ▶ **More value for used machines: less depreciation over time with Tier III engines**

Besides being “cleaner”, i.e. more respectful of the environment, the new Tier III engines

are also smaller in size, leaving enough space to optimize the engine compartment. In many cases, this has allowed us to opt for a tilting bonnet, which certainly simplifies engine maintenance and inspections.

Meanwhile, the new Tier III engines are also more silent. They provide a better performance thanks to the higher torque available and feature lower running costs. Servicing operations are actually required less frequently and oil consumption is lower.

This is also due to a distinct improvement in efficiency since the engines are able to respond to the changing work conditions in a more flexible way.

Lastly, it is worthwhile remembering that thanks to use of Tier III engines, the value of a second-hand tractor remains much higher over time, thus the purchase of a McCormick tractor turns into a real investment. ■





Danieli. The dealers' headquarters.

Danieli, the prestige of quality

With over 30 years in the business, dealer **Danieli** has witnessed lots of changes in the farming world, but his conviction that quality is the most important goal has always remained the same.

As an enterprise, Danieli was established as an exclusive dealer of tractors and is still true to this vocation even today. On the other hand, in the dealer's opinion, an important brand like McCormick deserves exclusive and extremely specialized attention.

"We have always focused mainly on tractors," explains the proprietor, Orlando Danieli. "If the quality of your service is your goal, a business like ours is a full-time job that's extremely demanding. We have another company that deals with implements. It's run by my sons **Daniele** and **Paolo** who, besides looking after the assistance side of our dealer business, have also become specialized in that sector". With a headquarters situated in **Sala di Istrana** (TV), Danieli covers the entire province of Treviso and the eastern area of the province of Venice. There is a predominance of farm-contractors in

this latter area and the farms are right up to the minute from the technological point of view. "We propose medium-high power tractors to the customers in that area," affirms Orlando. "They're extremely demanding when it comes to quality. McCormick is a prestigious brand and is the perfect answer to their requirements. The machines are exceptionally reliable and technologically pioneering. For us, this is a very important aspect, because the tractors actually advertise themselves."

Another feature is assistance, which is another of the dealer's strong points.

"We have been selling McCormick tractors for many years,"

explains Orlando, "and even if the machines evolve and are continuously improved, we are familiar with every part of them. Moreover, we can supply our customers with parts for even the most outdated models. All this means that we are able to assist the customers who purchase their tractors from us in the best possible way, also thanks to the workshops with which agreements have been reached and which work with us throughout our area."

"When a customer talks to us," concludes Orlando, "he knows we speak the same language and this makes everything much more simple. So much so, that we often resolve his problems with a simple phone call". ■

Proprietors.

Proprietor Orlando Danieli in the center. His sons Daniele and Paolo stand on either side.





Tractor pulling, the new **Red Fox**

The “red giant” of the 2009 championship in the Pro Stock category



Red Fox. The protagonist of the new championship.

The 2009 *Tractor Pulling* championship will be a new challenge and certainly full of the unexpected.

For the tractor makers of Fabbrico (RE), there are going to be lots of surprises in the new championship, events that will liven up the whole show.

Last 19 April in its headquarters, *Argo Tractors* presented the new tractors that will be challenging their opponents at the Italian **TPI 2009** championship.

A growing commitment testified by the creation of the *Argo Team*, which will enter the lists with the precise intention of confirming the success obtained in the past 5 years, also thanks to the support of *Mitas* as a new partner for the supply of tyres for the Tractor Pulling events.

So, along with the **Moretti** brothers, the new *Argo Team* will continue the development work for the protagonists of the future championships, i.e. the tractors, with renewed enthusiasm. Thus the innovations at the 2009 championship will include



THE 2009 CALENDAR

- 13 May
Lendinara (RO)
- 24 May
Roreto di Cherasco (CN)
- 14 June
Pezzolo di Russi (RA)
- 20 June
Fiume Veneto (PN)*
- 4 July
San Prospero (MO)*
- 18 July
Lonato del Garda (BS)*
- 1 August
Argentera di Rivarolo (TO)*
- 22 August
Thiene (VI)*
- 5 September
Gonzaga
Fiera Millenaria (MN)*
- 20 September
San Pancrazio
Kartdromo (PR)

* night events

Red Fox, a completely new tractor that will take over from the previous version and will compete in the *Pro Stock* category.

Red Fox is a machine that's been developed at home, result of the *Argo Tractors* technicians' ingenious skills, and has already been tested in various different European circuits. Equipped with an 8100 cc IHC 466 engine able to develop over 1400 HP, the red McCormick will be piloted at this championship by **Elvio Moretti**, who will leave the controls of the **Bufalo** (also completely new both as to characteristics and competition category, i.e. *Italian Pulling*) to his brother **Gianni**.

One last innovation concerns the legendary "**Bufalinas**", the girls that many spectators find no less attractive than the tractors. This time, alongside the blonde Simona, there'll be a brunette Bufalina who's already part of the *Team* and ready to face this stimulating world made of tractors, suspense and spectacular entertainment. ■



Argo Team. The well-known Bufalinas pose beside the championship protagonists.

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

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