

McC Magazine

TECHNICAL INFO JOURNAL
YEAR 4 | N° 4 | APRIL 2012

MCCORMICK NEWS FROM THE WORLD

X60 Series: **class that stands out**

Life+, a project for the environment

The third victory for **Red Fox**

TECHNICAL INFO JOURNAL PUBLISHED BY ARGO TRACTORS S.P.A. VIA MATTEOTTI, 7 | 42042 FABBRIKO (RE) AUTH. OF THE COURT OF REGGIO EMILIA N° 1085 OF 19.11.2002



MCCORMICK

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TECHNICAL INFO JOURNAL
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Cover photo. The new McCormick X60 at work.



X70. The range has been upgraded with the new Tier 4 Interim engines.

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Leading article

The beginning of 2012 marked the start of an important phase for **Argo Tractors**: the change from Tier 3 to Tier 4 engines. An obligatory change dictated by the standards in force, which impose increasingly more environment-friendly solutions, but also an event that marked a technological leap forwards in the evolution of McCormick tractors. In short, a generational change in tractor engines is not just a matter of law. It's also a new construction philosophy that encourages manufacturers to design completely different models from the previous ones, machines that are more performance-oriented and environmentally friendly.

Argo Tractors pursued its commitment towards upgrading and improving its tractor range with decision, and introduced new solutions able to meet the requirements of the farming world. All this was done in an extremely transparent and concrete way, but most especially without ever losing sight of the concept of quality and reliability that has always characterized the brand.

When it comes to engines, *Argo Tractors* has always shown the same downrightness. It has never hesitated to choose frontline solutions, ones that conform to its corporate philosophy regarding quality. *Argo Tractors* will now equip tractors with up to 100 HP power ratings with 4-cylinder engines emissionized by means of externally cooled EGR, while tractors with over 110 HP power ratings will feature SCR technology: lively, latest generation engines which, besides being kind to the environment, will function more efficiently, be more cost-efficient and will maintain their value over time.

Thus, evolution will mean adapting to increasingly more technological engines, but their improved performance, lower fuel consumption and longer intervals between routine maintenance work will certainly provide pleasant surprises for the farmer.

Ruggero Cavatorta

Argo Tractors, all-round inv

New investments in the industrial sector and in other corporate business fields.

It's by investing in improvement that the Fabbri tractor plant faces the challenges of the market

Hardships are also a challenge. A challenge to improve oneself and get ahead in a market where the numbers have dwindled, but where quality is even more important. That's Argo Tractors' way of thinking, especially as the impetus the company gives to new investments able to improve production and quality was certainly not lacking in 2011.

Impetus that involved several different business areas, from the industrial sector to enhancing competences through to marketing and communication.

2011 was not just a year of innovation for the tractor ranges, but also a springboard for new initiatives and investments.

INDUSTRIAL INVESTMENTS

First and foremost, the company acquired 100% of **EmmeGi**, the Fabbri plant which produces the Argo Tractors' tractor cabs, diversified and optimized for each range so as to ensure they are fit for specific functional requirements.

To achieve this, the cabs are all designed by specialized technicians of tried-and-tested experience and are made with high-strength steel plate and section metal.

Once it has been assembled, each cab is assessed individually on a series of test benches mainly outfitted for testing the electronic equipment. Only then, and only after the quality control has given the "all clear", can the cabs proceed

on to the tractor assembly lines where they are subjected to a final test to ensure they interface properly with the tractor.

The industrial investments also include Fabbri's new **transmission test room**, a research tool that allows the **Emilian Group** to test the performance and reliability of its assemblies first hand.

The transmission is one of the basic components of a tractor and is of fundamental importance when it comes to efficiency.

To guarantee sure-fire efficiency, Argo Tractors has come up with a system that allows the transmissions to be subjected to the most stringent functional, performance and endurance tests.

Fully insulated so as to function in the continuous cycle mode, even overnight, the test room has been sized to contain a large tractor complete with cab. It functions with permanent magnet electric brushless motors able to act both as brakes and real engines.

In conjunction with an electronic control system, the mechanism reproduces the operating situations a transmission must normally face when really working and in open fields. It has 128 detection



Fabbri. Emmegi cab factory.



estments

channels and can therefore keep all the more important functional parameters of the transmission under control.

A TWO-YEAR TRAINING PLAN

Besides the industrial and technological investments, Argo Tractors has also invested resources so as to adapt the skills of the personnel to the rapid technological development of the products and corporate processes.

So much so, the Fabbri tractor factory launched a training plan for the 2011-2012 period directed towards company personnel in line with the current market trend whereby the more important undertakings are investing in the **Corporate Academy** facility, where skills, behaviour, values, strategies and projects for the future become a shared heritage.

Now, when the major economies are finding their way out of the crisis, this is an essential and meaningful approach based on massive investments in people's capabilities, thereby allowing them to guide and handle the changes required by the new market rules.

The project, which lasts about one thousand hours and is divided into 50 courses, is addressed to over 300 employees and covers a great number of production and management issues, from managerial training to computer-related subjects, language and technical training.

The aim is to ensure that the staff-members are able to skillfully deal with the requirements of end customers who are becoming increasingly more interested in technologically advanced solutions.

For Argo Tractors, investing in human resources is a decisive policy, also because tractors are complex products with a multitude of rapidly evolving technological features that make professional re-training even more important and strategic.

Further developments in the training activities are planned for 2012 when an **E-Learning** project will begin, i.e. technical-business training via the Internet dedicated to the dealer network and internal staff-members. ■

ARGOSERVICE WEB TOOL: NOW AVAILABLE

"ArgoService", a new web service that makes relations with the manufacturer much simpler, faster and more efficient, is now available for the entire Argo Tractors network.

ArgoService provides all the technical documentation and utilities dedicated to the Service: consultation of technical bulletins, free download and print facility, consultation of workshop manuals, free prints and purchase of customized hard copies.

ArgoService also allows you to consult the technical course schedule with programmed registration and to ask for specific courses tailored to your needs.

Among the other functions, you can submit technical comments, dialogue with the Parent Company in order to resolve complex problems and consult the data bank for already known cases.

Lastly, you can renew subscription licenses for diagnostic tools on a round-the-clock basis and download all the software for the electronic controllers of the tractors free of charge.



A page of the Argoservice website.



«LIFE+», a project for the environment

A pilot production line for flushing transmissions with lubricants of a natural origin.

Argo Tractors is committed to a program in favour of the environment. «Life+», this is the name of the EU program in which the company participates, will be able to contribute towards sustainable development in the construction of tractor transmissions.

More specifically, the subject of the project concerns **treatment technologies**, an issue that closely affects Argo Tractors, which produces about 20 thousand transmissions with a mineral oil flushing system per year.

The main goal of the «Life+» project is to replace all the synthetic lubricants used for the transmission and gear pretreatments (which have a negative impact on the environment) with solid-state graphite lubricants and liquid bio-lubricants of natural origin (70-100% biodegradable), stabilized by specially created active surfaces. The project includes a production cycle that creates very little waste,

reduces the consumption and dispersion of lubricants and involves a very low percentage of carbon.

The proposed process also allows the glycerol to be recycled from other manufacturing processes and used as a solvent for suspended graphite particles.

To attain these goals, the project has been divided into several subprojects, which will define the various different steps in the process.

These include long-term reversible stabilization of the bio-lubricants against bacterial and fungal contamination, improvement of the rheological properties of the bio-lubricants through to the creation of a closed circuit system in which stable suspensions of graphite dust in recycled glycerol are injected into the transmissions, then removed and recovered again before the bio-lubricants are added.

To get off to a start with the «Life+» project, Argo Tractors will be building a pi-

lot production line in 2012, where use of bio-lubricants, which are less volatile than synthetic oils, will lead to an average 4 tons/year less CO₂, equivalent to the production/regeneration of 4000 liters/year of mineral oil.

This will also eliminate components which damage the health, such as highly refined mineral oils or alkyl zinc phosphates, and prevent the risk of environmental pollution caused by spilt mineral oil.

Lastly, lower oil consumption, estimated at about 60 liters per transmission, and longer lasting lubricants thanks to improved thermal stability, are some of the further advantages of the project. ■



Bari.
McCormick
tractors on
show at
Agrilevante.



The X60 Series is presented at Agrilevante.

Mediterranean agriculture is a central issue with McCormick. As usual, Argo Tractors took part last October in Bari's **Fiera Agrilevante** with a large stand set up in the new hall built by the fair authority.

International Exhibition of Machinery, Plant and Technologies for Agricultural Production, Agrilevante is the major event of central and southern Italy dedicated to this sector.

Each year, it gives McCormick an important chance to present the recent results of innovation along with the more representative tractors

for the area in question. McCormick officially presented the pioneering **X60 Series** to the public for the first time.

A series that offers a medley of innovations in the 80 to 120 HP bracket, featuring relaxing driving, ultra-reliable engines, unbeatable transmissions and total control of the implements.

Besides the stand inside the hall, McCormick was also on show outside, in an area outfitted for dynamic tractor tests, thereby confirming the brand's increasingly more important presence at an event that has become a reference point for the sector.

Alpine appointment at Agrialp.

Agrialp is a trade fair dedicated to the agricultural sector of the Alpine region and is an unbreakable engagement for all stakeholders in this particular sector.



Development in the area is founded on agriculture and this trade fair reflects the entire mountain farming sector.

McCormick took part in the event, which was held last 4 to 7 November, through the participation of dealers **Irsara**, situated in Varna, in the province of Bolzano and **F.lli Zanotti**, for the province of Trento.

Public interest was strongly focused on the McCormick tractor range which, with leading-edge technology and the very highest quality, includes models that perfectly comply with hill and mountain farming needs.

Bolzano. The McCormick stand at Agrialp.

The X60 and X70 Series at Fieragricola.

From 2 to 5 February 2012, Fabbri's tractor enterprise presented the recent McCormick innovations at Verona's **Fieragricola** through its network of dealers from **Central Northern Italy**.

Visitors to the trade fair were particularly interested in the **X60 Series**, the 90 to 110 HP open field range, and the **X70** with **Tier 4 Interim** engines.



Verona. A McCormick tractor on show.

This latter range stands out for its high power tractors featuring **Scr** technology, machines that are extremely performance-oriented and ideal for open field work thanks to their low fuel consumption.

Five 150 to 214 HP models are available. Customers can choose between the *Autospeed* transmission with 8 *Powershift* speed gears and *E-Plus* with *Speed Sequencer* and power-assisted range shifting.

Alongside the stand area inside Hall 4, Argo Tractors also set up a dynamic outdoor area where the visitors were able to test drive the McCormick **XTX 185** tractor.

Lastly, McCormick's **Red Fox**, protagonist and winner of the **Italian Tractor Pulling Championship** in the **Pro Stock** category, just had to be there, on show in the stand.

Marvasi, a new sales strategy in Reggio Emilia.

Become an important reference point in the area where McCormick tractors are made.

This is the target that encouraged Argo Tractors to choose one of Reggio Emilia's long-standing dealers in agricultural machines.

This dealer is **Marvasi**, an enterprise with over 50 years of experience in the sector, premises covering a built-up area of some 20 thousand square meters and an important standing when it comes to the sale of agricultural and industrial machines.

The McCormick and Marvasi duo represents an important strategy for the development and success of McCormick, as it will enable the customers in the Reggio Emilia area to be supplied with products designed and manufactured nearby and with service excellence.

Thanks to its wide and varied tractor range, McCormick covers the farming requirements of this area in a particularly precise way, with high powered models for lowland cultivations as well as specialistic and crawler models for the hilly zones.

Various initiatives have been planned for 2012 to assist the dealer's activities. These include a TV commercial, visits to the factories, *open days* and field trials, as well as lots of *marketing* and communication initiatives via the largest media companies.



Scegli il **Made in Reggio Emilia**.
Scegli trattori **Landini** e **McCormick**.



**PROGETTATI E COSTRUITI
NELLA NOSTRA TERRA.**

I trattori **Landini** e **McCormick** sono progettati e realizzati in quattro stabilimenti situati nella provincia di **Reggio Emilia**.

Due gamme complete di trattori da 25 a oltre 200 CV nelle famiglie a 3, 4 e 6 cilindri da **frutteto, vigneto, campo aperto, utility e cingolati**.

Landini
McCORMICK

Li trovi da:

Marvasi
MACCHINE AGRICOLE E INDUSTRIALI

Marvasi Macchine Agricole
Concessionario Ufficiale per la provincia di Reggio Emilia

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43100 Parma
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www.marvasi.it
filippo@marvasi.it

Marvasi. The Argo Tractors advertising campaign.

2012 Calendar: focus on the “New Generation”.

A *concept* strongly linked to the brand philosophy for the new McCormick calendar.

Thus, the leit-motif for the new year is the “**New Generation**” which, for 2012, means the new **X60 Series**.

From the actual design engineering phase, to the construction of the machine and its performance in the fields, the calendar contains images and texts that describe the creation and characteristics of the X60 Series, the most recent result of the technology and innovation that have always been a feature of the McCormick brand.

The generation that will accompany McCormick enthusiasts through the year with the most exciting and eye-catching images.



The new generation. The new McCormick calendar.



Fabbrico. The group of Lepidi's customers on their visit to the factory.

Lepidi visits the plants.

Since last year's initiative was so successful, McCormick dealer **Lepidi Piero Paolo e Figli** of **Vasche di Pianola** in the province of L'Aquila, decided to accompany a group of customers on a visit to the Argo Tractors factories in 2011 as well.

Thus a group of about forty farmers was welcomed to the Fabbrico plant and then went on to visit **Emmegi**, the factory where tractor cabs are made, the production lines of Fabbrico itself and the plants of **Luzzara** and **San Martino in Rio**, both situated in the Reggio Emilia area.

Lepidi has been dealing with the agricultural sector for three generations.

At the beginning of the year 2000, the enterprise took an important step forward when it decided to market the McCormick brand.

After this, in 2006, son **Tony** and daughter **Barbara** definitively joined the company, which acquired its current business name.

2011 Dealer Meeting.

The annual McCormick *Dealer Meeting* was held last July at the **CERE Horse-Riding Club** in Reggio Emilia.

An important venue during which the market situation, future strategies and global results achieved by the company were discussed with the sales network.

The meeting was also the ideal place to illustrate the development of the Tier 3/B and Tier 4 engines and to present the new **X60** line and **X10 Series**, recently added to the McCormick range.

When technological evolution stands for high performance

It's known as the technological evolution of the CX range. Indeed, generation-skipping as to performance and reliability founded on an important series in the McCormick range is the philosophy on which **X60** is based.

But there are significant differences between the two generations.

Firstly, the components of the X60 Series. Unlike those of the CX Series, they are Italian-made with the exception of the *Perkins* engine available in the 92 to 121 HP power range.

Thus, compared to the CX Series, the new X60 Series offers a further two engine ratings and thereby includes even higher powered tractors, which bridge the gap between the medium-low and high



X60. Power stepped-up to 121 HP.

X60 Series, class



tractor ranges. The combination of agility, easy handling and particularly high performance is an interesting feature of these machines.

The X60.50 model is equipped with an electronically controlled 4-cylinder *Perkins Turbo aftercooler Common Rail* engine with 112 HP lugging power that's also able to supply 121 HP at the PTO and during transport work, reducing the engine rate at 40 kph and consequently cutting down on noise and fuel consumption.

In short, the X60 is really a high-bracket tractor in the guise of a medium-bracket machine, since its characteristics are superior to the standard ones in every specific function.

HI-TECH TRANSMISSION

All the vital components of the tractor confirm the high-level technology achieved. Beginning with the *Xtrashift* transmission, which includes a three-stage *Powershift* in conjunction with a 12-speed basic gearbox (*Speed Four*).

This configuration triplicates the speeds of the basic gearbox on load.

Thus, the total number of speeds becomes 36 FWD plus 12 REV by simply pressing the green buttons on the gearshift lever.

The Creeper, which increases the number of speeds to 48 FWD + 16 REV, is available on request.

The *De-Clutch Control* (operated with an orange button on the gearshift lever) and the *Reverse Power Shuttle* (operated with the reverse shuttle lever on the steering wheel) make gear engagement and reversing easy since the clutch pedal no longer needs to be used.

The electronically controlled hydraulic reverse shuttle also benefits from a further innovation, i.e. the "**Shuttle Modulation Control**" potentiometer on the dashboard.

It's a system that allows the operator to progressively adjust the reactivity of the reversing control to suit the implement used. ►

that stands out

“In X60, the performance of a superior class combines perfectly with limitless versatility

Higher power for the range thanks to two new engine ratings

X60 is an excellent compromise for both light work and heavy duty operations in the open fields. ”

THE APPLICATIONS

Tillage

92, 102 110 and 112 HP power ratings for the new generation Perkins 1104-TA engines.

The X60.50 model features an engine with electronic injection and Power Management able to automatically increase the power to 121 HP, as well as the torque transmitted to the PTO on load in difficult conditions.

This, along with the generous lifting capacity and rapid torque increase, makes the X60 Series ideal for tillage and other soil working jobs in medium-sized farms.

Applications with implements

The X60 series is suitable for numerous open field jobs with all implements.

All due to the remarkable performance provided by the PTO, which offers different speeds, the high capacity hydraulic circuit and the vast number of speeds, allowing the operator to

always choose the right one for the job. Since a front power lift and PTO are available, the X60 range can also be used in conjunction with frontal implements.

Transport work, towing and driving on the roads

The X60 Series is also extremely easy to handle and versatile when it comes to shifting products.

The electronically engaged 4WD front axle and 55° steering angle guarantee optimal ground clearance and manoeuvrability.

Handling materials

The Xtrashift gearbox is ideal for fast driving as it offers three ranges on load and a 40 kph top speed.

The engine rate drops to 1830 RPM at top speed, thereby lowering both the noise level and fuel consumption.





Cab interior. Each detail has been designed to make your work less tiring.

BIG-TIME COMFORT

Careful design is evident in the X60 Series and confirms McCormick's attention to operator comfort.

From the layout of the controls to the space arrangement in the cab, everything has been designed to make work easier for the operator even after many hours on the job.

Front and rear visibility is guaranteed by the 4-pillar Deluxe cab with its stylish look and refined ergonomics, allowing the operator to keep the implements hitched to the tractor under control from all directions.

Access to the cockpit is facilitated by generously sized doors hinged to the rear pillar, while the heat-proof glass sunroof makes work with front loaders easy.

The air suspension seat, adjustable steering wheel and excellent air conditioning system allow you to work for hours without tiring.

Lastly, night work is no longer a problem thanks to 10 ultra-powerful halogen lights.

► UNLIMITED VERSATILITY

Created for an incredible number of uses, the X60 possesses limitless versatility. The aim was to offer a machine fit for the widest possible range of uses, one able to provide the best performance and total reliability. The implements hitched to the tractor are driven by the electrohydraulically controlled PTO, which is available in various different configurations: with 2 speeds (540/750 or 540/1000) or, alternatively, with 3 speeds (540/750/1000).

The **Power Management** system in model X60.50 uses the engine's electronic control. It allows the power to be increased by about 10 HP plus the torque available when the PTO is used, thus boosting both performance and productivity.

Modulated PTO engagement is regulated automatically by a sensor that detects the inertia of the implement used.

When it comes to hydraulically operated implements, X60 features a new hydraulic circuit with up to 90 l/min total maximum flow rate.

The electronic power lift with class 2 three-point hitch can lift up to 5000 kg with the aid of 2 supplementary cylinders.

Up to 5 hydraulic control valves are available, with controls installed on the console to the driver's right. Two are controlled by the *joystick* and are used to operate front loaders. The remaining valves are controlled by a normal lever for versatile and productive use of the implements. ■



Performance. The latest generation engines have been designed to increase power and torque with faster reaction. The result is improved efficiency with less fuel consumption.

Maintenance. A particularly efficient combustion process preserves the physical properties of the oils used and means that maintenance is required less frequently.

AdBlue reservoir. The tractor is fitted with a reservoir for the AdBlue additive. It is complete with level and fluid temperature sensors. With its 40-liter capacity, it has twice the autonomy of the normal fuel tank.

SCR technology. The SCR system includes a Supply module, a unit that pressurizes the AdBlue additive and pumps it to a special injection system, and the dosing module which injects the AdBlue solution into the catalytic system of the SCR.



X70 Series: new Tier 4 engines



The latest engineering challenge at Argrow Tractors involves the new X70 Series. This range of tractors, the power range of which tops 230 HP, will now be equipped with the new *Tier 4 Interim* engines. Abatement of harmful emissions, thereby reducing environmental impact, is the goal. Compared to *Tier 3A*, the *Tier 4 Interim* engine reduces particulate by at least 90% and achieves up to 50% reductions in nitrogen oxides.

A technological leap forwards that involves remarkable commitment when it comes to updating the tractors. But besides bringing the tractors up to standard and ensuring that they comply with the exhaust gas regulations, the advantage is a technological upgrade able to underscore the quality concept that has always characterized the McCormick brand to an even further extent.

This is why the manufacturer decided to invest in the most leading-edge solution on the market, especially in view of the power and reliability requirements of machines with over 150 HP power ratings.

SCR: SELECTIVE CATALYTIC REDUCTION

A particular feature of the X70 Series will be use of the *SCR (Selective Catalytic Reduction)* post treatment system achieved by injecting urea into the exhaust gas. The reason is that this is the most efficient solution for medium and high-range engines, allowing them to comply with the new exhaust gas regulations without sacrificing engine performance.

Acknowledged as the long-term technology of the future, the SCR system requires «AdBlue», a non-toxic, noninflammable additive used in selective catalytic reduction treatments to reduce nitrogen oxide emissions in the exhaust gas produced by vehicles with diesel engines.

Held in a reservoir under the tractor, the product is a solution of 32.5% ultra-pure high quality urea in demineralized water. Added to the exhaust pipe, AdBlue decomposes into ammonia (NH_3) and carbon dioxide (CO_2).

Once inside the SCR, the ammonia reacts with the nitrogen oxides (NO_x) and releases water and nitrogen (N_2) which, in nature, accounts for 78% of the air we breathe.

The advantages include a 5-7% reduction in fuel consumption thanks to improved combustion efficiency plus better engine performance, since the engine itself has been designed to increase torque and power with faster reaction. Moreover, maintenance will be required less frequently due to a particularly efficient combustion process that preserves the physical properties of the oils used and reduces the need for servicing.

AgriArgo Iberica: a spirit of innovation and development

From a little group of dealers to a reference point par excellence in the area. That's the qualitative leap forwards achieved by **Agriargo Iberica Sa**, the organization that distributes the McCormick brand throughout Spain from its headquarters in **Barcelona**.

Situated in an exceptional position just 10 minutes from the airport, the seaport and the center of Barcelona, the branch covers an area of over 2000 sq m, possesses a team of 20 staff-members and a distribution network comprising over 100 dealers.

Spain is a country that extends for some 500,000 sq km, a quarter of which, i.e. 12.5 million hectares, is arable land. Established thirty or so years ago, Agriargo Iberica has been working with Argo Tractors for over 10 years and also markets the McCormick brand, which

is becoming increasingly more popular in the country. To date, the organization has distributed more than 20,000 tractors in Spain.

Nowadays, there is an increasing demand for open field tractors, but the brand's strong point is its complete range of tractors: standard with 4- and 6-cylinder engines, specialized for orchards and vineyards, and crawler models.

Thanks to this range of products, Agriargo Iberica can reach every farmer and farming enterprise by implementing specific sales strategies.

Visibility and growing penetration of the McCormick brand throughout Spain are backed by the many initiatives organized by the branch in favour of the sales network: *direct marketing*, *open days*, field trials, participation in local and regional trade fairs plus direct actions like advertising through the



national special interest media, support and collaboration in the programs organized by the **Universities of Agriculture** in Madrid and Barcelona as well as the partnership recently renewed with Barcelona's **School of Agriculture**, where pioneering research applicable to agricultural products is being conducted.

Argofinance is another instrument that the branch offers to the sales network and end customers so as to finance the dealers' *stocks* and facilitate the farmers in their purchases of new tractors at very favourable conditions. ■



Saragozza. McCormick tractors on show at FIMA.



Rennes. Collaboration between Argo France and Leroy is inaugurated at the Rennais Stadium.

Leroy, the new Argo France partner

Rennes. The beginning of a collaboration agreement between **Argo France** and **Ets Leroy** for distribution of the McCormick brand in France was officially inaugurated last 18 November.

The major suppliers and all the staff-members from **Ets Leroy** took part in the celebrations that marked the beginning of the *partnership* with **Leroy**, the group that has been serving farmers since 1919.

During the day's festivities, which took place in the suggestive *Rennais* stadium in *Rennes*, Bretagne, executives from the *Leroy* group and Argo Tractors spoke of the challenges and motivations that had led to the new agreement and also presented the *Leroy* group, the Argo Tractors group and the 2011 McCormick range to the participants.

Now in its fourth generation, the *Leroy* group works with passion and a strong sense of service in the agricultural sector. With 8 premises and an overall area of more than 70 thousand square meters, *Leroy* has marketed 13 thousand tractors over the past 50 years, not to mention agricultural implements, harvesting machines, commercial vehicles and construction site machines.

Innov-Agri and Sitevi 2011

Two important events took place last autumn in the **Argo France** McCormick branch. The first appointment was on 7-8 September at **Ondes**, north of **Toulouse**, where **Innov-Agri Grand Sud-Ouest** took place in an area covering some seventy hectares.

True to the "professionals for professionals" concept, the trade fair allowed McCormick to present the evolution of its machines in a variety of exhibits that included the **X10, CL, C-Max, T-Max, MTX, XTX, TTX, MC Series** and the new **X60**.

After this, McCormick took part in the long-awaited **Sitevi** trade show held in the **Exhibition Center of Montpellier**. With the focus on the specialistic sector, particularly wine-producing, fruit crops and horticulture, the fair was a great success.

Renewed optimism and lots of projects for upgrading the specialized ranges point towards a very positive year end in this segment. Moreover, the **F** range gives Argo Tractors the chance to offer the renowned McCormick technology in the vineyard and orchard tractor segment as well.

German dealers visit Fabbrico

Travelling from **Germany** to see the Argo Tractors factories. At the end of last October, the major McCormick *dealers* from North Germany were welcomed to the Argo Tractors headquarters for a day in the plant where McCormick tractors are made.

Prior to the visit to the production and assembly lines, the dealers were officially greeted by *marketing* and communication manager **Ruggero Cavatorta**, after which the McCormick tractor ranges were presented by **Antonio Salvaterra**, the *product manager* of Argo Tractors.

The group of dealers went on to visit the factories of Fab-



Fabbrico. The group of German dealers in front of the Argo Tractors headquarters.

brico and **Emmegi**, where the tractor cabs are manufactured.

The day continued in the plants of **Luzzara** and **San Martino in Rio**, also in the Reggio Emilia area.

The German *dealers'* trip to Italy concluded the following day with a visit to **Verona**, a city highly appreciated by foreign tourists for its architectural and artistic attractions.

PTY Ltd.
The logo
of the new
Australian
dealer.



POLAND

Agro Show at Poznan

Agro Show, the international exhibition of agriculture and agricultural equipment, was held from 23 to 26 September at **Bednary**, near Poznan in **Poland**.

This time, the number of visitors to the venue was decidedly high: more than 125 thousand amongst farmers, entrepreneurs and enthusiasts from the agricultural sector besides teachers and students from agricultural institutes.

Romanowski, importer of the McCormick brand in the Polish market, took advantage of the important occasion to launch the new **X60 Series**, which was very favourably received by the public.

As well as this series, the complete range of red tractors was also on show, namely the **F, GM, C Max, G Max, CL, T Max, CXL, MTX and TTX Series**.

Besides boosting McCormick's image in Poland, the trade fair was also an important occasion for highlighting the reliability and technology of an established brand like McCormick.



AUSTRALIA

PTY, the new exclusive dealer in Australia

McCormick Tractors Australia PTY Ltd has been the exclusive dealer for McCormick tractors in **Australia** since 1 May 2011.

PTY Ltd is well known for its reliability and widespread after-sales network, as well as its professional approach to dealer network consolidation.

The Australian tractor market is becoming increasingly more interested in the quality of the tractors manufactured in Europe, particularly those from Italy. This means that there are excellent prospects for McCormick in this area.

With its headquarters in **Jondaryan, Queensland**, the team from **McCormick Tractors Australia** is perfectly able to promote the entire McCormick range to advantage and also offers tried-and-tested experience in the spare parts and after-sales assistance services provided.

The dealership agreement with Argo Tractors will allow the team to provide an efficient answer to the Australian customers' requirements.



Poznan. The Romanowski stand at the Agro Show.



AUSTRIA

Dietrich launches the new X60

Rudolf Dietrich, McCormick's Austrian importer, backs the **X60**. The pioneering features of this range are more than winners for a strongly quality-oriented market like that of Austria.

The new tractor series was launched in Austria last 14 July at the **Loisium Wine & Spa Resort of Langenlois**, a beautiful background for the event.

It was here that *Dietrich* had gathered his network of some 30 dealers so as to present the technologies behind the new range, with special focus on model **X60.50**.

But it was also the chance to present other McCormick models, like the **F70 E-Line**, the **T-Max**



Dietrich. Austrian dealers at the X60 presentation.

and McCormick's range of equal-wheel tractors for the Austrian market. Besides the tractor presentations, other initiatives during the event included demos and awards for the dealers who had obtained the best results during the last year.

Dietrich sold more than 200 McCormick tractors in 2011. The forecasts for 2012 are also very high, and will be strongly focused on the new **X60 Series**.



IRELAND

A new McCormick dealer in Northern Ireland

D & S Machinery, importer and distributor of McCormick tractors in Ireland, recently appointed **W. Johnston Tractors** as the new *dealer* for the McCormick brand.

W. Johnston Tractors is located in **Brookeborough, Co. Fermanagh**. The dealer enterprise was established 25 years ago by **Wesley Johnston**, who began by selling good quality second-hand tractors. Since then, the business has developed to a significant extent and now includes the sale of agricultural implements and the relative assistance service.

Newly graduated with a degree in electrical engineering, **Alan Johnston** joined the family business in 2000. His addition to the team immediately brought fresh ideas and enthusiasm to the development of the enterprise and its way of working.

In view of the recent progress in tractor technology, *Alan's* skills have been extremely important for the company.

Alan now heads the sales team of **W. Johnston Tractors**.

Now that McCormick tractors are being marketed, the sales management can widen the range of services offered locally and strengthen McCormick's presence in the region by promptly dealing with the customers' requirements.



Ireland. The MC130 tractor with loader, recently sold by W. Johnston Tractors.



MEXICO

Second time round for McCormick at Expigua

A great attraction for the state of **Guanajuato**, in the Bajío area where McCormick's Mexican headquarters is situated.

This is the second year that McCormick has taken part in **Expigua**, an international trade show dedicated to agriculture and animal breeding organized by the government in one of the most highly productive wheat-growing areas of the entire state. In this context, McCormick is the only tractor range to be directly present and particularly widespread, also thanks to government subsidies.

McCormick has been operating in Mexico since 2004 with a network of 30 *dealers*, and took part in the event held last September with its range of tractors, particularly the **GM, F, CL, B-MAX, C Max, G Max and CX Series**.

But that's not all, because in addition, the McCormick brand is available in Mexico with a comprehensive range of implements for haymaking, tillage and spraying equipment, also on show in a large outdoor stand.

Besides the interest aroused by McCormick's tractors and implements, the successful outcome of the event was also confirmed by the large number of visitors: over 74 thousand during the 5-day fair.



Guanajuato. One of the McCormick tractors on show at Expigua.



UK. Tom Perry's XTX 165 at work.



UNITED KINGDOM

XTX 165, love at first sight

Purchase of a new McCormick **XTX165 XtraSpeed** tractor completely changed the life of 84 year old **Tom Perry**, in England.

Once he had tried out the tractor purchased by his son-in-law **Mike Williamson**, Perry, whose first farming experience was ploughing behind a team of horses, decided he'd never leave it for a second.

The family-run farm **TA. Perry & Co** of **Peplow**, near **Market Drayton, Shropshire**, is specialized in the cultivation of organic grain crops and leguminous crops.

It also breeds beef cattle and has a herd of **Hereford Cross** and **Aberdeen-Angus** amounting to about 500 head.

Another tractor had to be purchased when a further 1000 acres or so were added to the farm last year.

"The XTX is very pleasant to drive," affirmed Mr. Perry. "The gearshift is much simpler than other tractors and there's no need to use the clutch pedal or move a lever to shift from one range to the next. The cab and front suspension are also very comfortable," he added. "When you're working with a plough, you almost forget you've got it hitched".

TA Perry's first McCormick was supplied by dealer **Hilton Machinery**, situated in **Market Drayton**, a dealer from the **West Midlands** supported by **Chris Evans Farm Services** for all the technical assistance and on-site repairs required.

The dealer as central pivot of the service

Dealer training courses: a strategic service for brand success.

After-sales service as global assistance center: this is the philosophy of the Argo Tractors parts service, a corporate division that over the past few years, has undergone radical changes involving both the organization and competences.

The parts service is a fundamental and strategic part of commercial success. This is why Argo Tractors has been investing for years in this sector which, to date, handles parts for the 3 brands of the group: Landini, McCormick and Valpadana, for a total of some 250 thousand articles.

Service efficiency is not the responsibility of the Argo Tractors Parts division alone.

The skilled personnel who provide this service for our Dealers also play a major role. Argo Tractors is investing in such personnel with initiatives able to improve the efficiency of the service itself.

The Dealer meetings held in 2011 were organized for the purpose of providing higher-level training in the use of daily working tools like the computerized parts catalogues, i.e. Newton, Galileo and Cartesio.

That the initiative was extremely successful was confirmed by the large number of people who took part, and was underscored by the satisfaction of both parties. The Dealer meetings have proved to be



San Martino in Rio. Dealer meeting in the Parts department.

true occasions for sharing experiences, suggesting potential improvements, exchanging information between the company and dealers and improving our communication methods.

Lastly, these appointments are useful occasions for the dealers to meet the Parts department staff-members with whom they normally interface during their daily work. ■

THE ADVANTAGES OF THE ARGO PARTS WEB AREA: THE PARTS WEBSITE DEDICATED TO DEALERS

Training on how to use the active interface, the daily working tool and area of the PARTS website reserved to the dealers, was given a great deal of attention during the courses held for the Argo Tractors dealers and those of the dealers' staff-members who provide the parts service:

www.argotracctors.com/reserved_area.aspx



This area is a true daily working interface for the Dealer, who can use it to perform the following tasks while remaining permanently on-line with the company:

- Consult web catalogues.
- Obtain information about the availability of warehouse stocks.
- Display list prices kept constantly up to date.
- Obtain estimates on-line.
- Enter and validate orders via the web.
- Consult the customers' files and display invoices.
- Download parts documentation (price lists, campaigns, accessory kits available, technical data about lubricants, safety data sheets, etc).



Tractor Pulling 2011, the Argo Team

Third consecutive victory
for Red Fox, which came
first again in the Pro Stock
category in 2011



The protagonists of the 2011 Championship.
Red Fox and Argo Team.

Argo Team continues to confirm its *Tractor Pulling* prowess. After the rousing success obtained during the last championships, the Argo Tractors *pullers* climbed to the top-most places on the podium in 2011.

Thanks to the victory of McCormick's **Red Fox**, which came first in the **Pro Stock** category, and the second place classification achieved by Landini's **New Bufalo** in the **Italian Pulling** category, the Argo Team dominated the **TPI Championship** yet again, proving how quality standards are expressed by long-lasting performance over time.

The three consecutive victories achieved by **Red Fox** add to the incredible six championships won by **New Bufalo**, descendant of the **Bufalo 3000**, thus an amazing total of nine championships won by the Argo Team.

Some of the credit also goes to the Argo Tractors technicians, who now form the Argo Team, and to **Team Moretti** with its pilots **Elvio** and **Gianni**



am's success

Moretti, who helped to obtain the maximum performance from these machines, as powerful as they are sophisticated.

Improving the efficiency of machines used for *Tractor Pulling* means developing new solutions, skills that require on-going commitment and sound technical know-how. But that's not all. Because team work is equally important in *Tractor Pulling* if commitment and professional skills are able to produce results in the arena. The companies that supplied components played an equally important role, although behind the scenes. Companies that took up the challenge and helped to improve the performance of the tractors by providing special parts able to face the difficult competition conditions involved.

"What makes Argo Team win hands down", commented Team manager Franco Paterlini, "is the synergy achieved by a group that faces each year's championship in a harmonious, unified and construc-

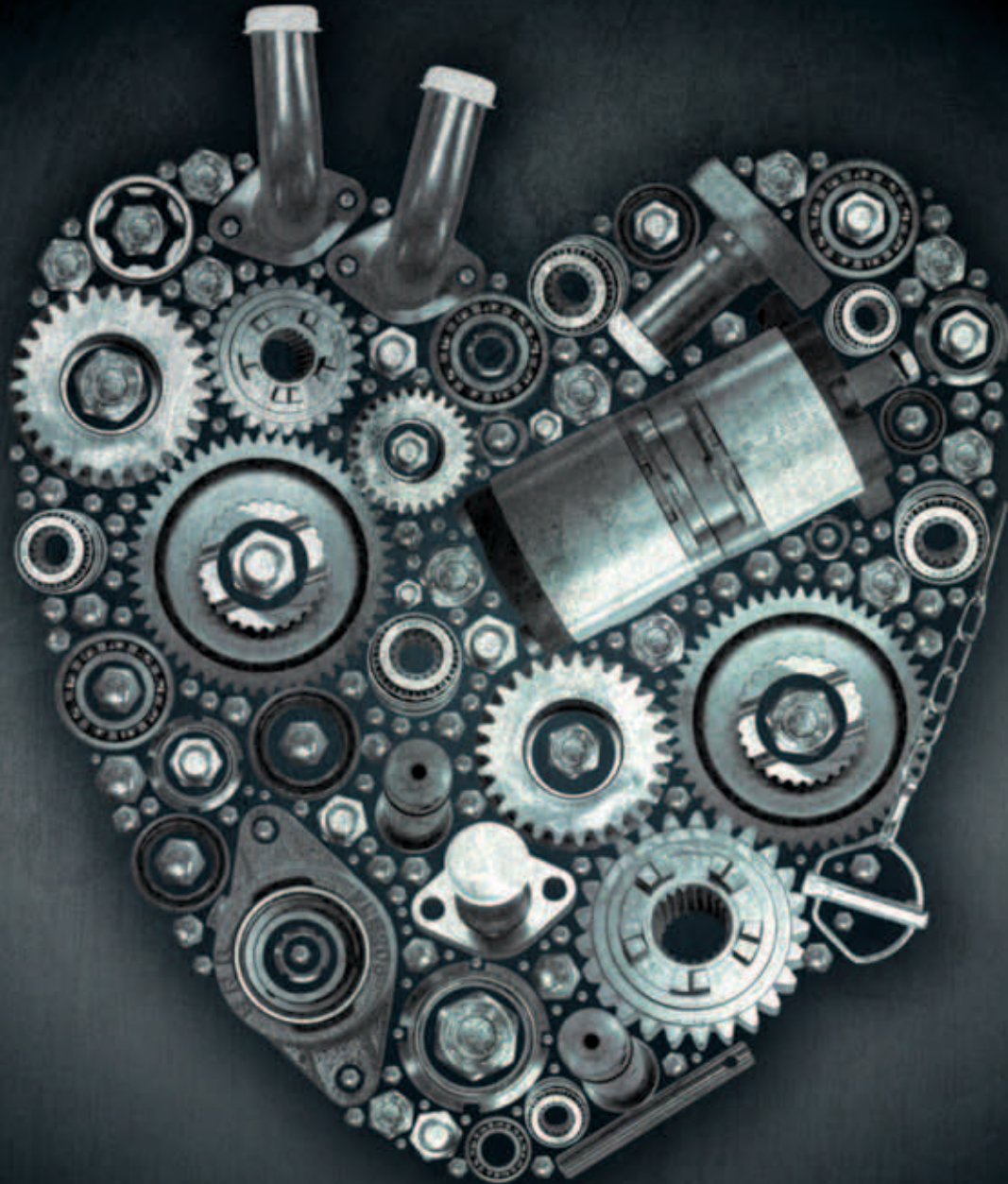


The podium. Pilot Elvio Moretti takes first place.

tive way. One shouldn't lose sight of the fact that apart from being a sporting event, *Tractor Pulling* is a means for development for Argo Tractors since the experience acquired in the arena can be used to advantage in the mass production sphere. Red Fox and New Bufalo," he added, "are equipped with experimental components developed with first-tier suppliers, thus confirming team work that involves all the production protagonists, equally committed to improving both performance and quality".

Thus a decidedly important involvement for the tractor factory of Fabbri, since competition experiences often contribute towards improving mass production quality. ■

Argo Parts Original Spares.



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Landini

McCORMICK

VALPADANA