Enrique Fernández-Marcote: "The room for improvement is in the range of 70 to 130 hp, with the new series of MF tractors"

The Brand Manager of Massey Ferguson in Spain reviewed in exclusive participation Brand AGCO Group at the last FIMA and presentation of the family of new MF 5700 tractors revolutionary Global Series at the fair, in addition to some current aspects of the Spanish market agricultural machinery.

e-Comercio Agrario: What are your findings of the latest edition of FIMA?

Enrique Fernandez-Marcote: A first impression on a general level is that since the last two years the fair has recovered. We perceive new illusion in people, because in the penultimate worst figures came from the market of agricultural machinery in Spain, for a long time. There are positive over the last two financial indicators and that the client has received in visiting the stands in Feria de Zaragoza.

For Massey Ferguson, the FIMA has been very important, because we have undertaken the world

premiere of a product in Spain. The image that has been displayed on your stand has been consistent with what we wanted to convey.

ECA: At FIMA, we saw the world premiere of tractors MF 5700 revolutionary Global Series. Can you detail this new family of tractors, simple but highly versatile in its power range, clearly focused on the Spanish market?

EFM: A new series from 70 to 130 hp: MF 4707, MF 4708 and 4709 to 90 hp and from 100 hp, the MF 5700 series. Manufactured in our factory in France, the new models intended to meet the market demand for a tractor with medium-low join specification for customers who use not too many hours a year. Circumstances of previous strategy of our company, we have a product that price level did not fall for that customer, but now we will have for the same power two alternatives, which previously did not have.

ECA: In addition, the new series fits the power range most in demand in Spain.

EFM: We analyzed the evolution of the average power in recent years. If we spoke of an average power of 90 HP, we are now about 110 hp. The market down 130 hp remains the heaviest in our country. So thanks to new product we intend to grow in market share.

ECA: Can you dissect growth expectations Massey Ferguson in the domestic tractor market?

EFM: On tractors medium-high power, 150 hp on, Massey Ferguson has made great strides in the last five years and we have positioned above the 10% market share: at least we intend to maintain this percentage.

The margin improvement is in the range of 70 and 130 hp, 150 hp even say, the hand of the new series we have presented, to regain sales volume.

Positioning specialist, viñero and fruit bowl, tractor still has an important role in Spain, as a country of Mediterranean agriculture. Without being the reference tractor of our brand is a segment we want to pay close attention.

ECA: What are the qualities of Massey after-sales service to its customers?

EFM: Our spare parts service is ensuring for more than 95% of the parts supply within 24 hours. With the recent restructuring of the company, operating as independent business unit, is also an exclusive service Massey Ferguson, composed by a team of technical specialists who form and provide our dealers all the necessary tools, so that technical assistance is assured. We have a very powerful training program for dealers are able to give that service the customer requires.

ECA: The "invasion" of agricultural machinery is challenging incumbent solve all manufacturing firms. What is the contribution of Massey Ferguson?

EFM: The ratio of use of a used and new one is three to one. As manufacturers have increasingly demands. We have to meet emission regulations, which means investment in development and engineering, especially in engines, an aspect that like it or not affect prices. However to control the machinery used no type of legislation that regulates, for example in emissions or at least from a number of years old remarketing is prevented. We ask the authorities to act in this regard.