Massey Ferguson celebrates in Seville, the IV National Convention of Dealers

The network of Massey Ferguson Spain dealers moves to Seville, for the celebration of the IV National Concessionaires Convention.

During the past 17th and 18th of May, Massey Ferguson and its distribution network held in the Seville capital, its IV National Convention of Dealers, in which attendees could enjoy a pleasant afternoon full of activities, with the goal of strengthen the ties between the entire dealer network.

On the 18th in the morning, the meeting took place, which began with the opening of Miguel Ángel Menéndez, National Sales Manager Spain & Portugal, who took the opportunity to thank the work done to his predecessor, Enrique Fernández-Marcote. Miguel Ángel Menéndez presented to the network, the strategy to be followed in the medium and long term, basing it on the "full line", as well as reinforcing the image of the brand in the market. During the meeting, the latest product

innovations were unveiled, both in tractors and in field machinery, where special mention was made of the new Ideal harvesters, the result of an important development and a large investment of the AGCO group, as well as the equipment of forage gathering and packing.

We also talked about the post sale, distribution, as well as the interesting financing offers that the brand will offer in this semester.

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