Massey Ferguson completes its 'full line' strategy with the introduction of its implements forage

The AGCO group has completed its 'full line' strategy with its global brand Massey Ferguson through the launch of its new line of forage implements, presented in Zaragoza. This is a very important milestone for the company, because as recalled Enrique Fernandez-Marcoten (Brand Manager), until recently Massey Fergusson was characterized by having only tractors. However the roadmap of the company pointed out as the linchpin development of a comprehensive range of solutions for the farmer, whose starting point materialized with the launch of the harvesters, which subsequently blades (telescopic and joined load), in addition to the already known balers.

In this sense, Fernandez-Marcoten noted that *this year the market share of the latter has hovered around 10%, "which means a growth of almost 250%*". In harvesters volume "it is still modest, expected to reach 25 units in 4 years", while HT series has gone from being a residual product

volumes to reach 10-12 units. On this last segment, Fernandez-Marcoten stressed that the company plans to continue to grow and that although it is true that it is very cornered, "we have a hole in the Madrid area".

Tractors, 4.700 range is already physically in Spain, and from January are expected to be available in the 5.700 line (up to 110 hp). In this regard, he added that they expect to "grow significantly in market share", which is included in the commitment to the continuity of Route 66, presented in 2015, and leads the company toward exclusivity in marketing the brand.

> Exclusivity is one of the objectives set in the strategy of Massey Ferguson in order to achieve a better positioning

In pursuit of such exclusivity, the brand is working on the strengthening of concessions and thus promote the response speed (for both the dealer and the customer), and improve the shopping experience throughout the entire product life .

In this line, Miguel Angel Menendez, head of Massey Ferguson harvest stressed the importance of training for the dealer network in order to offer the customer the best advice

These actions will be also reinforced with the commitment to a line of multi-channel communication, with particular attention to digital media and social networks, as well as giving continuity to traditional media, as explained Veronica Garcia Sebastiani, the head of Marketing and Advertising . She also indicated the importance of creating a single line of corporate brand image, both nationally and locally.

About AGCO

AGCO, YourAgriculture Company, (NYSE: AGCO), is a global leader focused on the design, manufacture and distribution of agricultural machinery. AGCO collaborates with agricultural production through a full range of products, including tractors, combines, tools for treating hay, sprayers, forage harvesting machines, implements, seeding equipment, storage of grain and feed production animal, and their spare parts.

AGCO agricultural products are sold under five main brands: Challenger®, Fendt®, GSI®, MasseyFerguson® and Valtra®, marketed globally through more than 3,100 dealers and / or independent dealers in more than 140 countries. It also offers financing to qualified buyers through AGCO Finance. Founded in 1990, AGCO is headquartered in Duluth, Georgia (United States). In 2014, latest available data, reached a figure of net sales of 9,700 million US dollars.

More information in www.agcocorp.com; www.masseyferguson.es and @AGCOCorp, @MF_Spain.