



YOUR
PLOWING PLANTING
GROWING SPRAYING
HARVESTING BALING
STORING COMPANY

FOR EVERYTHING THAT FARMING IS, THERE'S AGCO®

AGCO® CORPORATION IS A WORLDWIDE PROVIDER OF AGRICULTURAL SOLUTIONS THAT GIVE FARMERS THE CONFIDENCE AND CONTROL THEY NEED TO BE SUCCESSFUL. FOR THE PAST 25 YEARS, IT'S BEEN OUR MISSION TO BECOME A SINGLE RESOURCE FARMERS CAN DEPEND ON FOR INNOVATIVE, LEADING-EDGE FARMING SOLUTIONS, EQUIPMENT AND TECHNOLOGY.

Unlike most single-brand manufacturers, who attempt to develop their own equipment across a range of categories and applications, we've built a portfolio of best-in-class brands, each delivering expertise in its own unique field. Constantly sharing the kinds of insight and technology that drive continuous innovation and help farmers succeed. Each one of our storied brands provides technologies that help farmers maximize yield, reduce loss and conserve the resources that are so important to meeting the world's growing need for food, fuel and fiber.

We understand the world of agriculture is constantly changing, and farming can be unpredictable. We also believe farmers appreciate having the expertise, confidence and control to be as productive as they can be, regardless of the task at hand. We're committed to using our category-specific know-how to constantly deliver better thinking and better equipment that gives farmers that confidence and control.



Challenger

FENDT



RoGator



TerraGator

WHITE
PLANTERS

SUNFLOWER

HESSTON
by MASSEY FERGUSON

GLENER

**“CHALLENGER® REALLY
GIVES ME MORE INTELLIGENT
FARMING SOLUTIONS.”**



1889

Benjamin Holt and Daniel Best introduce the first steam traction engine

1904

Initial test of the Holt track-type tractor and creation of the Caterpillar trademark

1908

Introduces first steel-tracked crawler tractor

1925

Holt Manufacturing Company and CL Best Tractor Company merge to form Caterpillar Tractor Co.

Challenger

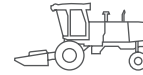
CHALLENGER LINEUP:



TRACTORS: High-horsepower row crop, track, articulated four-wheel drive



COMBINE HARVESTING: Axial rotary combines, flexible draper heads, corn heads, flex heads, pick-up heads



HAY AND FORAGE: Round balers, square balers, self-propelled windrowers, draper headers, disc headers, sickle headers, mowers, conditioners

From the time Caterpillar® introduced the world’s first track tractor designed to minimize compaction, the Challenger® brand has been shaping farmers’ expectations of what innovative, high-performance machines should be. Though Challenger history is rooted in that legendary track technology, it has also grown to represent wheeled tractors, combine harvesters, balers and application equipment, some of which are equally legendary — or are about to be — in their own right.

Simple, smart innovations set Challenger apart. Things like fewer total moving parts than the competition extend service life and reduce downtime. And the combination of a clutchless, shiftless continuously variable transmission (CVT) and Dynamic Tractor Management (DTM™) system ensures the optimum balance of power and fuel efficiency, regardless of terrain and conditions.

The new Challenger 1000 Series of tractors is unlike any we’ve ever manufactured. The world’s first 500+ engine HP, fixed-frame tractor delivers more intuition, efficiency and power to the ground. It also delivers the power and maneuverability to handle both grueling tillage work and intricate row crop applications. So not only does one tractor do the work of two, it also saves you money.

That’s intelligent farming. **And that’s why Challenger is an AGCO brand.**
challenger-ag.us



1931

Introduces diesel engine

1976

Invents sealed and lubricated track
 Introduces differential steering

1979

Introduces first rubber-tracked tractor

1987

Introduces the Mobil-trac™ system

2002

AGCO acquires the assets of Caterpillar’s agricultural equipment business, primarily the design, assembly and marketing of Challenger track tractors

2016

Introduces first 500+ engine HP fixed-frame tractor

**“PEOPLE TALK ABOUT FENDT®
BEING HIGH TECH. I LOVE THE
HIGH PERFORMANCE.”**



FENDT

1928

Introduces first self-propelled grass mower

1930

Fendt introduces the first European 6-HP small tractor, the Dieselross®

1937

The new Dieselross features the first independent PTO

1953

Award for one-man systems for the 12-HP Fendt tool carrier with four mounting areas

1958

Introduces the Favorit 1 with first multi-speed close-ratio gearbox

1968

Launches the Farmer 3S with first Turbomatic fluid flywheel

1976

Announces the Fendt Favorit LS equipped with comfort cab and six-cylinder engine

1980

Presents the 300 Farmer range featuring a four-wheel braking system

FENDT LINEUP:



TRACTORS: Mid-range, high-horsepower

Fendt® isn't just a name. It's a conviction.

Our tractors and harvesting machines help farmers reach their goals faster, with higher yields. Whether they're working as a versatile farm tractor, in gritty forestry applications or on tough municipal jobs, Fendt tractors are German-engineered to be more efficient, more innovative and more reliable. For nearly 90 years, Fendt has relentlessly worked to provide the world's most advanced and most efficient tractor technology.

Our clutchless, power-splitting CVT means less wear, more efficiency and longer transmission life. Our simple Selective Catalytic Reduction (SCR) after-treatment engine technology delivers up to 10% better fuel economy, cooler running performance and quieter operation. And our automatic VarioGrip™ tire pressure regulation system lowers tire pressure in the field to increase traction, reduce soil compaction and improve yield.

In a world that requires more and more agricultural production to meet the ever-growing demand for food and regenerative energy, there's no better way to stay in control of your game than with Fendt.

Simply put, a Fendt is no ordinary tractor. **That's why Fendt is an AGCO brand.**

fendt.com/us



1995	1997	1998	2005	2007	2011	2012	2014	2016
Introduces the world's first high-horsepower tractor with a Vario™	AGCO acquires the tractor manufacturer Xaver Fendt GmbH & Co	Variotronic operating system receives international awards	Announces the 936 Vario with a top speed of 60 km/h, along with the 312 Vario	Introduces the TriSix, a future-oriented high performance prototype	Launches the 700 Vario with new VisioPlus™ cab	Opens most modern factory network for tractors in Germany	Fendt introduces the VarioGrip tire pressure inflation system	Launches the Fendt 1000 Vario with VarioDrive™

**“MY NEW GSI® SYSTEM
IMPROVED MY
GRAIN QUALITY.
MY PROFITABILITY, TOO.”**



1972

GSI founded

1988

Becomes world's largest grain storage manufacturer

1989

Automated Production Company provides line of innovative swine, dairy and horticulture equipment

Cumberland is established as a business unit and offers world-class poultry production equipment

GSI LINEUP:



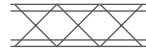
STORAGE: Grain bins, hopper tanks, bin unloads, fans and heaters, temporary storage, topdry, X-Series ladders



CONDITIONING: In-bin and continuous flow dryers, WATCHDOG™



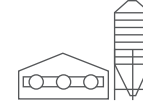
MATERIAL HANDLING: Bucket elevators, chain conveyors, belt conveyors, air systems, distributors, gravity screeners, micro-ingredient systems, automatic samplers, bulk weighers, truck probes



STRUCTURES: QuickBolt™ towers and catwalks



SPREADERS & TENDERS: Willmar® pull-type, Willmar side- and rear-discharge



PROTEIN PRODUCTION: Feeding systems, feed storage and delivery, watering systems, ventilation equipment, heaters, nesting, confinement equipment



In a 5,000-square-foot garage in Assumption, IL, three workers began building corrugated steel storage bins in 1972. It marked the humble beginning of Grain Systems, Inc. (GSI®). By 1988, the company's commitment to design and produce expertly engineered on-farm grain and protein solutions to boost performance, productivity and profitability for farmers was clear. GSI had become one of the largest grain storage, drying and material-handling equipment manufacturers in the world.

Today, grain, swine and poultry producers need more than equipment. They need full-scale solutions that boost overall performance and productivity. In more than 70 countries, GSI delivers the most technologically advanced grain dryers and systems, providing farmers and processing facilities with a single source for all their grain equipment needs. GSI is the world's largest manufacturer of steel farm bins, commercial storage grain bins and grain silos. GSI's full range of grain and protein solutions mean your entire enterprise can achieve maximum efficiency, productivity and profitability.

That's why GSI is an AGCO brand.
grainsystems.com



2015

Acquires Germany-based Farmer Automatic, a leading manufacturer of poultry solutions for layers, pullets and broilers

2016

Introduces new global design for more efficient, higher-capacity grain hopper silos

Acquires Denmark-based Cimbria, one of the world's leading suppliers of drying, conveying, storage and seed-processing technology

**“MASSEY FERGUSON® IS HELPING
ME LIVE THE LIFE I’VE ALWAYS
WANTED TO LIVE.”**



1847

Daniel Massey begins manufacturing simple farm implements

1909

Introduces first self-propelled harvester with internal combustion engine

1926

Harry Ferguson patents the three-point hitch

1933

Introduces prototype of the “Ferguson Black” tractor with the first three-point linkage

1946

Begins manufacturing of the Ferguson TE-20, also known as the Little Grey Fergie

1958

Introduces the Massey Ferguson 65 with utility (S) and high-clearance (C) chassis

1962

Introduces the multi-power transmission gearbox

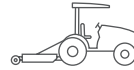
MASSEY FERGUSON LINEUP:



TRACTORS: Sub-compact, compact, special application (high-clearance and low-profile), utility, mid-range, high-horsepower row crop



COMBINE HARVESTING: Axial rotary combines, flexible draper heads, corn heads, pick-up heads, flex heads



IMPLEMENTS: Loaders, backhoes, rotary cutters, finish mowers, flail shredders, snow blowers, blades, scrapers, rakes, seeders, rotary brooms, post-hole diggers, rotary tillers, disc harrows

For generations, Massey Ferguson® has been perfecting the utility tractor. Today, just about every tractor on the planet is based in some way on technology pioneered by Daniel Massey and Harry Ferguson.

In 1926, we introduced the first three-point hitch. Today, the sensors in our electronic three-point hitch quickly and efficiently adjust to changing draft load conditions. Our Economy PTO allows engine operation at 23% reduced speed, which saves fuel, wear and tear. Each new model boasts a VISIO™ cab roof and many have a sloping hood for better all-round visibility, especially for tough loader work.

From sub-compact, utility and row crop tractors to combines and implements, Massey Ferguson brings an innate knowledge of the land, the farm and the equipment you want for today's changing needs. We bring a world of experience — and 170 years of heritage — to help you get the job done right. Regardless of what the job is.

That's why Massey Ferguson is an AGCO brand.
masseyferguson.us



1964	1969	1978	1986	1993	2004	2008	2009
Launches the Red Giants tractor series, featuring the MF135, MF165 and MF175	Introduces first fixed-frame row crop tractor	Introduces the world's first tractor with electronic linkage control (ELC)	Introduces new electronic control system	Introduces the Dynashift™ transmission	Introduces the MF8480 with the first Dyna-VT™ transmission	Massey Ferguson celebrates its 50th anniversary	Introduces Dynamic Tractor Management (DTM) system to maximize efficiency

**“WE ONLY RUN ROGATOR®
AND TERRAGATOR®. THEY
INVENTED THE WHOLE
DARN CATEGORY!”**



1969

Introduces first self-propelled Ag-Gator field sprayer

1973

Launches first self-propelled, three-wheel applicator with high-flotation tires

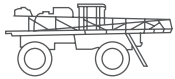
1984

Introduces first four-wheel flotation unit for agricultural use

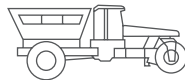
RoGator

TerraGator

APPLICATION EQUIPMENT LINEUP:



SPRAYERS: Self-propelled, liquid and dry systems



FLOATERS: three- and four-wheel self-propelled, liquid, dry and spinner systems

Building application equipment is what we do. We invented the first self-propelled sprayer and the first three- and four-wheel floaters for agricultural use. For more than half a century, we've been riding along with — and listening to — professional applicators and farmers. And their input has helped us engineer the best application equipment you can buy.

RoGator® and TerraGator® applicators are built from the ground up for precision and productivity. We offer more liquid and dry application systems than anyone, because we understand better than anyone what it takes to precisely place the right product in the right place at the right rate. For all-day-every-day productivity, our drive systems deliver power smoothly with more torque and better fuel efficiency. From function to visibility to comfort, every aspect of these machines is built specifically with application in mind.

And now, these legendary application brands will also share the sophisticated, new Challenger engineering and technology platforms.

That's why RoGator and TerraGator are AGCO brands.
applylikeapro.com



1991

Premieres 400-HP TerraGator 1903, the biggest, most powerful floater sets the standard for future productivity

1993

Launches first high-clearance, post-emergence applicator

1996

TALON™ closed-transfer injection system creates alternative for mixing chemicals in the tank

1997

GatorTrak™ four-wheel-steering system provides tight maneuvering and reduced crop damage

2010

CVT provides smooth operation and efficiency in TerraGator applicators

**“I RELY ON WHITE PLANTERS™
BECAUSE ACCURACY
IMPROVES YIELD.
AND YIELD IS MONEY.”**



1848

American Seeder
Company is formed

1903

10 companies
merge into one
— the American
Seeding Machine
Company

1929

American Seeding
Machine Company
becomes part of the
Oliver Farm Equipment
Company

1960

White Motor
Corporation
acquires The Oliver
Corporation

1974

White introduces the
Plant Aire positive air
planter

WHITE
PLANTERS

WHITE PLANTERS LINEUP:



PLANTERS: Rigid frame, forward fold, wing fold, flex frame, rigid and vertical fold, stacker toolbar, narrow transport, extra-large frame, row units



OPTIONS AND ATTACHMENTS: Precision-planting products (vSet™, vDrive™ and DeltaForce™), large-capacity on-board liquid fertilizer and central-fill seed systems

When it comes to planting, accuracy is everything.

That's why our planters are built with special technology at each of the crucial points in the machine's operation. Our unique singulation system and patented depth calibration system are carefully engineered to deliver unprecedented precision during every step of the planting process, so seed moves efficiently and uninterrupted from hopper to trench — right where you want it. Today, White Planters™ offers 31 models and sizes for conventional or conservation planting, from four to 31 rows, all designed for the highest precision and accuracy.

People say that no other planter comes close to a White Planters planter. **That's why White Planters is an AGCO brand.**

white-planters.com



1988

Allied Products acquires White and creates White New Idea™

1990

White introduces the 6000 Series planters

1994

AGCO acquires White New Idea

2001

White introduces the 8000 Series planter, including a 24-row central-fill model

2016

White Planters introduces the VE Series, featuring precision-planting vSet and vDrive

CUSTOMER STORIES



“WHAT REALLY MAKES OUR HARVEST FLOW IS THE COMBINATION OF GOOD EQUIPMENT, GOOD DEALERSHIP, GOOD ACCESS TO PARTS AND PEOPLE WILLING TO GO THE EXTRA MILE.”

BARRY SCHMITT
BARR-AG
Alberta, Canada

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PLEASE VISIT MYFARMLIFE.COM

Count Barry Schmitt among the farmers who put a premium on having comfortable equipment.

“During harvest, we spend long hours in the cab, and we move around a lot, going up and down the roads,” says Schmitt, the owner of Barr-Ag, one of Canada’s largest hay exporters. “I want my guys to be safe.”

“We run Fendt tractors to pull balers and air drills, and Massey tractors on our rakes,” Schmitt says, adding that the tractors, and their Hesston by Massey Ferguson® windrowers, handle very well and are fuel-efficient.

“They’re easy to learn to use and the visibility from the cab is very good,” he says. “AGCO machines are exceptionally comfortable. And that keeps my guys going longer.”



“THESE MACHINES ARE A
REALLY SMOOTH RIDE OVER
ROUGH TERRAIN.”

STEVE SORK
SORK FARMS
Fairfield, IL

With the need to improve efficiencies, Steve Sork and his father, Ernie, began switching much of their farm fleet to AGCO brands about 10 years ago. Starting with a Challenger track tractor.

“We really like Challenger,” says Steve, a former John Deere® owner. “Their ability to reduce compaction in our 20-inch rows has meant no emergence issues. We get the same kind of horsepower on the ground, in a much narrower width.” The Sorks farm 5,500 acres of mostly commodity corn, soybeans and wheat — double their acreage of 10 years ago.

Today, the Sorks own six Challenger tractors and two RoGator 1100 sprayers. He says he’s seen a savings in total fuel use and really appreciates the comfort of these machines.

The Sorks have also nearly doubled their storage (500,000 bushels) and handling capacity, relying on GSI bins and conveyers. As a result, they’re moving grain faster, with less damage than augers or air systems.

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“WITH OTHER TRACTORS, WE’D
DROP THE IMPLEMENT IN THE
GROUND, AND IT WOULD STALL.
NOT THE CHALLENGERS.”

JIM FONTAINE
FONTAINE FAMILY FARM
Strykersville, NY

Three-time National Dairy Quality Awards winners Jim and Steve Fontaine run a dairy farm just outside Strykersville, NY. They pool their milk with a co-op that produces beverage milk, yogurt, dips, cheese and butter. “We ship 7.5 million pounds a year,” says Jim. “And we have three full-time guys: my brother Steve, my son and me.”

With such a small crew, the Fontaines need equipment that works harder, costs less to run and is easy on the operator. That’s why they converted to a shop full of AGCO machines, including equipment from Challenger, Massey Ferguson, Hesston®, Sunflower® and White Planters.

“For the two bigger Challenger tractors, we traded in Case Magnum™ tractors,” says Jim. “You really got banged around in those!”

Their Challenger and Massey Ferguson tractors

each have a CVT transmission. “The front-end and cab suspensions all work together,” says Jim. “And it saves fuel. You can have your RPM at 1,500 and still go 35 MPH on the road.”

The tractors are comfortable, too. “When you get out, you can stand up straight,” Steve says smiling. “Nothing hurts.” Plus, they work perfectly with the Fontaine’s Sunflower 6630 tillage tool. “With other tractors, we’d drop the implement in the ground, and it would stall,” says Jim. “Not the Challengers.”

Last year, the Fontaines added a Sunflower 9421 grain drill, and are about to take delivery on a White Planters 9812 narrow transport planter. They also added a Hesston 2170XD extra-density baler. “It’s a nice bale, doesn’t fall apart and weighs 1,200 pounds versus the small ones at 900,” says Steve. “There are less bales to store and haul.”

FOR MORE CUSTOMER STORIES LIKE THIS,
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“OUR MACHINE HOURS PER YEAR HAVE DROPPED, FUEL USAGE WENT DOWN, LABOR COSTS HAVE GONE DOWN.”

CHANCE DOWNS
CHANCE DOWNS FARM
Quincy, WA

Chance Downs had his doubts about precision-farming technology.

Downs farms 5,000 acres of alfalfa, timothy, corn and beans in Quincy, WA. He operates a mixed fleet of equipment, including three Hesston by Massey Ferguson rotary windrowers and four 4 x 4 balers. A good friend suggested he try the Auto-Guide™ 3000, a semi-integrated steering solution from Fuse®. “I was skeptical,” Chance recalls. “But we tried it on one machine (a windrower). It wasn’t a week later that it was on the other two.”

Chance isn’t skeptical anymore, noting that the Auto-Guide 3000 has taken a lot of the variable situations out of swathing. “Everything is

consistent,” he says, “We’ve really reduced the skips and the ‘go-back-and-get-ems.’ It used to take four hours to cut a pivot. Now it only takes three.”

The savings have been significant. “Our machine hours per year have dropped, fuel usage went down, labor costs have gone down,” Chance says. His crew loves it, too. “It’s reduced operator fatigue,” he says. “The first time the guys ran it they said, ‘Man this is so nice.’”

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“MASSEY FERGUSON TRACTORS ARE TOUGH. THE OTHER DAY WE HAD ONE START AT MINUS -30 DEGREES CELSIUS.”

CHRIS SLOAN
SLOAN CATTLE COMPANY
Alberta, Canada

Managing a 30,000-acre ranch, and caring for 11,000 head of cattle, demands that everyone and everything work right. That’s why the Sloan family, owners of the Sloan Cattle Company, love their fleet of always-ready Massey Ferguson equipment.

The Sloans appreciate the smooth power of the Massey Ferguson CVT transmissions. “They’ve got plenty of power, and you don’t feel any jerks or any shifts,” says Chris Sloan who runs the ranch with his father and brother. “They’re just amazing. I’ve never sat in a more comfortable tractor than the 7600 Series tractor.”

But while comfort surely matters, Chris is most impressed with how tough his tractors are. “We had one start the other day at

minus-30 degrees Celsius,” he says. “And the fuel efficiency is just unbelievable. Our Massey Ferguson tractors burn 33% less fuel than their competitors. And our two Massey Ferguson windrowers burn 50% less fuel to cut the same number of acres.”

To feed their cattle, the Sloans have harvested up to 35,000 round bales of hay annually. Recently, they switched to large square balers from Hesston by Massey Ferguson, which Chris says are dependable and easy to use. “Even in our first year owning the large square,” he adds, “we could make 1,000 bales in a day. That [square baler] is a very impressive piece of equipment.”

FOR MORE CUSTOMER STORIES LIKE THIS, PLEASE VISIT
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“THE CENTER FILL MAKES IT EASY TO FILL THE PLANTER. WE’RE NOT HAVING SKIPS OR PLANTING DOUBLES, AND IT’S EASY TO CLEAN THE ROW UNITS AND CHANGE THE PLATES WHEN SWITCHING FROM CORN TO SOYBEANS.”

KRISTIE SWENSON
FAMILY FARMER, COMMONGROUND™ VOLUNTEER
Jackson, MN

Kristie Swenson doesn’t sleep very much.

By day, the mother of two young boys, four and one, is an assistant vice president at Farmer’s State Bank in Trimont, MN. She also keeps the books and does much of the marketing for the family’s 1,100-acre farm. Kristie’s husband, Trelin, runs daily operations of the full-time corn and soybean operation, alongside Kristie’s parents. Since 2010, Kristie has also been a volunteer for CommonGround, a network of 200 women farmers across 19 states that works to educate others on how food is grown.

Members of CommonGround, a partnership with the United Soybean Board™ and the National Corn Growers Association®, use broadcast interviews, blogs, local events and social media

to provide knowledgeable advocacy and science-backed research. “Our women farmers really have compassion for moms, because for the most part, our farmers are also mothers,” explains Missy Morgan, associate director of CommonGround.

Kristie Swenson, whose family operates a conventional farm, agrees. “Whether you’re conventional or organic, it’s clear we have the same goals in mind,” she says, “growing safe food, treating our environment with respect and receiving fair value for our crops.”

Kristie has also found that CommonGround members have other common ground. Many of them run AGCO equipment. The Swensons run an 8500 Series White Planters planter, a Challenger MT765 tractor and their grain storage is provided by GSI.

“The center fill [of the 24-row, 22-in. row width White Planters planter] makes it easy to fill,” Kristie says. “It does a good job of not having skips or planting doubles, and it’s easy to clean out the row units and change the plates when switching from corn to soybeans.”

The Swensons’ Challenger tractor also helps when switching between crops. “The ultra-wide frame goes out to 132 in., which is a little wider than the typical frame,” says Kristie. “This allows our planter tractor and sprayer to use the same wheel tracks, giving us the option to use one tractor to pull different equipment during different seasons.”

It’s just the kind of efficiency a farmer who rarely sleeps appreciates.

FOR MORE CUSTOMER STORIES LIKE THIS, PLEASE VISIT
MYFARMLIFE.COM





**“SUNFLOWER® TOOLS GIVE ME
INCREASED YIELDS, WITH REDUCED
COMPACTION AND EROSION.”**

SUNFLOWER.

1961

Introduces first three-section, flexible stubble mulch blade plow

1968

Releases first flexible offset disc

1975

Launches first four-section disc

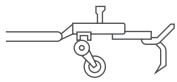
1986

Acquires Flex-King blade plow line

1987

Acquires Richardson Manufacturing for grain drills and all attachments

SUNFLOWER LINEUP:



SEED AND TILLAGE TOOLS:

Primary tillage tools, chisels, soil conditioners, land finishers and vertical tillage, air drills, disc harrows, field cultivators, grain drills, fallow tillage tools, dump wagons, strip tillage, in-line rippers

Sunflower began in 1941 in Beloit, KS. Today, Sunflower tillage tools are sold through 750 dealers in the United States, as well as in Australia, Canada, England, Romania, Saudi Arabia, Taiwan and other countries.

Some 55 years ago, Sunflower saw the need for flexible equipment that could follow field contours and terraces. In 1961, the company that later became known as the “originators of flexible tillage tools” introduced the world’s first flexible plow. And Sunflower has been innovating new and better tillage tools ever since.

Today, tillage is more important than ever, with increased yield demand and the need for better weed control, less compaction and erosion prevention. Sunflower’s unique tool designs deliver better, more durable performance and are easy to set and use, season after season. We’ve also become known for exceptional customer support, something our customers always appreciate.

Tillage matters. And the farmers who know it choose Sunflower. **That’s why Sunflower is an AGCO brand.**
sunflowermfg.com



1993

Acquires Best Grain Drill, based in Jonesboro, AR

1998

Acquires A&L grain cart line from Parham Industries

2001

Acquires Richardton Dump Wagon

2004

Launches first split-wing folding section for safer, easier roading and storage

**“WE GET THE BEST HAY WITH HESSTON:
IT’S THAT SIMPLE.”**



HESSTON
by MASSEY FERGUSON®

1945

Introduces first unloading auger for combines

1950

Develops first forage blower, straw spreader for small combines and straw choppers for combines

1955

Introduces first commercially available self-propelled swather

1967

Announces first hydrostatic windrower

1974

Premieres first center-pivot mower conditioner

HESSTON LINE UP:



HAY TOOLS: Self-propelled windrowers and attachments, round and square balers, mowers and conditioners, rakes, tedders, manure spreaders, other hay equipment

For more than 70 years, Hesston has been revered as a hay and forage innovator.

Today's farmers expect nothing less than the highest-quality hay. That's nothing new for us. From day one, our commitment has been to create innovative products that produce only one thing: quality hay. Since 1955, we've been right there with you, doing everything possible to make you more productive, more efficient and more successful. Swath after swath, field after field and season after season. We developed the first self-propelled windrower, the first large square baler to produce 4 x 4 bales, the first center-pivot mower conditioner and the first large rectangular baler. Today, we offer a full line of world-famous, best-in-class hay and forage equipment under both the Challenger and Massey Ferguson brands to help make your operation better, and your job easier.

Nobody knows hay like Hesston. **That's why Hesston by Massey Ferguson and Challenger are AGCO brands.**
hesston.com



1978

Announces first large square baler to produce 4 x 4 square bales

1979

Launches first in-line small rectangular baler

1988

Announces first totally automatic round baler

1994

Launches first self-propelled windrower to use a disc head

2009

Introduces revolutionary 16-foot RazorBar™ cutterbar

2011

Introduces high-density baler

2016

Introduces rear-steer option windrowers

**“GLEANER® COMBINES GIVE ME
MORE GRAIN, BETTER GRAIN AND
CLEANER GRAIN. EVERY TIME.”**



1923

Introduces first
self-propelled combine

1979

Introduces first rotary
combine with transverse-
mounted rotor

GLEANER®

GLEANER LINEUP:



COMBINES: Self-propelled transverse combines and headers

Nearly 100 years ago, Gleaner® introduced the world's first self-propelled combine. And we've been innovating ever since.

In 2008, when everyone was convinced you couldn't improve the design of the transverse combine because it couldn't get any wider, we made it wider. By increasing the diameter of the rotor, we made grain cleaning and handling even better.

Today, we're still pioneering new and better ways to harvest, like our Natural Flow™ feeding system and unique two-stage cleaning system. The new VISION® cab and Tyton™ Terminal in the S9 Series have been developed to increase efficiency and simplify operation. It all adds up to what farmers truly want: cleaner grain, less loss and the fuel efficiency that comes from having the lightest combines in every class.

Gleaner combines are designed with the farmer in mind. **And that's why Gleaner is an AGCO brand.**
gleanercombines.com



1991

Introduces ComforTech II™ cab, the most advanced cab in the industry

2010

Launches first flexible cutterbar draper header to use independent dampened tilt arms

2011

Introduces Super Series S7 combine with enhanced capacity in a transverse tilt design

2014

Launches Gleaner S8 Series, the first Class 8 transverse combine

2015

Introduces the Gleaner S9 Series with VISION cab and Tyton Terminal

“WITH AGCO’S PRECISION AG TECHNOLOGIES, MY WHOLE FARM IS CONNECTED, RIGHT AT MY FINGERTIPS.”



FUSE
AGCO Connecting Your Farm

1984

Develops and patents the Soilection® process for site-specific, variable-rate application of fertilizers and pesticides

1988

Launches first yield monitor on a combine (Massey Ferguson)

1991

Introduces Model 900 Controller, ushering in the precision-farming era

FUSE LINEUP:



TECHNOLOGIES: Automatic guidance, rate and section control, telemetry, wireless data transfer and more



SERVICES: Optimization support for fleet, field and farm from your AGCO dealer

Today's professional producers are moving away from aftermarket technology products to more sophisticated, factory-integrated solutions. They want technology that helps them farm more intelligently and efficiently, deliver more fuel savings with less wear and tear and provide a more comfortable, productive operating environment. They also want simple, complete solutions from a single source. For them, it's not just about upfront machine costs; it's about total cost of ownership and cost per acre.

We connect your farm enterprise like never before.

Fuse is AGCO's approach to precision agriculture, delivered through technology products and services. Our goal is to ensure that growers' operations are always running and optimized, all assets are in the right place at the right time and the entire crop cycle is seamlessly connected through total farm data management. This enables more informed business decisions, reduces input costs and improves yield and profitability.

Fuse Technologies is the technology foundation of the optimized farm. Guidance, telematics and advanced sensors, among other tools, create smart, connected machines — fine-tuned for each application — that can communicate with farm managers, third-party service providers and each other.

Fuse Connected Services links the right machines, technology, parts, service and support. This complete solution optimizes your operation and maximizes uptime through preventative maintenance, machine condition monitoring and year-round consultation.



1994

Launches first integrated display on a farm machine (Fendt)

1998

Introduces first section control for application (RoGator)

2001

Launches first integrated automatic guidance system on a track tractor (Challenger)

2003

Forms dedicated precision technology department, AGCO Advanced Technology Solutions



Fuse is rooted in four fundamental differentiators:

- **Connecting the mixed fleet** – Equipment and resources need to know how, where and when to be on the job. That means they all need to “talk” to each other, no matter their color. Fuse gives mixed-fleet farming operations better access to the data that leads to informed business decisions, enhanced productivity and more profitability.
- **Respecting your data** – It’s your farm and your data. We respect that privacy. So you don’t have to share your data with us in any way to use our products or connect with other trusted partners.
- **Mobile functionality and logistics** – To be really productive, all your farm assets must run at optimum efficiency. Our mobile functionality and diagnostic services give you the flexibility to manage your operation when, where and how you want. Plus, you’re always supported by your local AGCO dealer, who’s also part of one of the world’s most extensive dealer networks.
- **The open approach** – Fuse is pioneering the open approach to precision farming, built on adherence to industry data standards and a growing list of partnerships. This approach gives farmers the freedom and flexibility to choose the machinery, farm management and agronomy software and service providers they want most.

agcotechnologies.com



2010

Announces first wireless task data management system (VarioDoc by Fendt)

2013

Launches first open, mobile, mixed-fleet solution — Fuse Technologies

2015

Introduces first open guidance system, to work with more than one brand receiver



FROM SALES TO SERVICE, WE ALWAYS HAVE YOUR BACK.

AGCO MAKES IT EASIER TO BUY

For everything that farming is, there's AGCO. And for everything you need to make a smart, informed business and purchase decision, there's AGCO, too. All simple. All under one roof.



AGCO FINANCE®

To meet the unique needs of each customer, we offer comprehensive financing programs and innovative financial products. Whether you choose to purchase, lease or rent equipment, AGCO Finance® can provide a competitive solution. So professional farmers around the world can acquire the right equipment to help them grow their businesses, while improving their management of cash flow and credit lines. agcofinance.com



AGCO Plus®

AGCO Plus® financial solutions are specifically designed for purchasing parts and service through your AGCO dealership. It provides flexible payment plans and convenient billing, so you can manage cash flow your way. Your AGCO dealer can help you get the most competitive rates, with a speedy application process, that's often approved in as little as five minutes. agcopartsandservice.com/na/en_US/parts/brands/agco-plus



AGCO PROTECTION

AGCO Protection is an actual insurance policy. It comes with a variety of options that let you build a plan that's best for your business and budget. Plus, it's transferable to the next owner. And, all the service repairs and parts installations are handled by trained specialists at your AGCO dealer. agcocorp.com/brands/agco-protection



AGCO CERTIFIED PRE-OWNED

AGCO's Certified Pre-Owned program means our certified technicians have thoroughly inspected your used machine from top to bottom. Every important system and part is tested to make sure it's up to standards. Plus, you get a no-worries, extended coverage protection plan on every reconditioned and certified machine. agcocorp.com/cpo

AGCO MAKES IT EASIER TO OWN

We believe that what happens after the sale is even more important than the sale itself. Because, like our dealers, we like to create relationships that last for generations.



AGCO SERVICE

We're committed to servicing our customers. That's why AGCO and our global network of dealers are continuously investing in the tools, technology and most-current expertise required to service the machines you depend on every day.



AGCO ANSWERS

At AGCO, customer care isn't just a department, it's a commitment. We'll do our best to answer any question promptly, or put you in touch with someone who can. AGCO Answers: **(877) 525-4384 or agcoanswers@agcocorp.com**



AGCO PARTS

AGCO Parts supplies genuine parts and accessories that have been designed, tested and engineered by the same people who built your original branded equipment. You get dependable parts you can rely on to maintain the high level of productivity you've come to expect. Your AGCO dealer offers a complete line of replacement parts and accessories to support every AGCO brand, as well as additional offerings for competitive makes and models.

agcopartsandservice.com



AGCO PM360

AGCO PM360 lets you customize a preventative maintenance plan to fit your equipment, and your schedule. This program offers service on most major brands of farm equipment, with all service performed by highly trained AGCO technicians, using only genuine AGCO parts. In addition to regular service reminders and valuable tips, you'll also receive discounts on parts.

agcopm360.com

A photograph of a cornfield at sunset. The sky is a gradient of blue and orange. The corn stalks are silhouetted against the bright sky. On the right side, there is a very bright light source, possibly a headlight or a flare, creating a lens flare effect.

THANK YOU FOR GETTING TO KNOW US.

We appreciate you taking the time to read this far. You probably knew some of our brands when you began. Now we hope you also know why AGCO put them all together. And how we're looking to the future. Our equipment may not all share the same logo or color, but every machine is built with one simple goal: to help today's farmers be as productive and profitable as they can possibly be.





Challenger

FENDT



RoGator

TerraGator

WHITE
PLANTERS

SUNFLOWER

HESSTON
TRACTOR PARTS

GLEANER

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