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***For immediate release***

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**Hennie’s Trekkers flies the Massey Ferguson flag high in the Malmesbury region**

**Johannesburg, South Africa, 9 March 2022:** The Massey Ferguson range of tractors, from low to high horsepower, and vintage models to the latest technology, are robust workhorses that continue the long and distinctive tradition of design and manufacture that combines rugged reliability and outstanding performance with ease of operation. This is according to Oom Hennie from Hennie’s Trekkers, which has established a reputation as an MF dealer of note in the Malmesbury region in the Western Cape.

“My favourite tractor range is the MF 2600 series, which is of outstanding quality. Its contemporary design with heritage aspects offers comforts and high specification. I can already see from my customers who own these tractors that they exceed both their expectations and are considered a great investment. Then, of course, we must be able to offer a service better than what our customers are accustomed to. That is important because it will influence their next purchase decision and build a strong relationship of trust and transparency,” says Oom Hennie.

Born and raised in Tulbagh, Oom Hennie ended up in the aircraft industry in Bloemfontein. In search of a new challenge after eight years, he qualified as an auto-mechanic and then entered the earthmoving sector, carrying out maintenance on heavy equipment such as tractors, excavators, and dump trucks.

In 1989, Oom Hennie perchance found out about an opportunity at Fedco, the former name of Massey Ferguson in South Africa, where he was employed from 1990. “I soon discovered that what I had been missing in my career was the distinctive red tractors of Massey Ferguson,” says Oom Hennie, who recalls having first encountered the MF brand as a child on his parents’ farm.

Oom Hennie eventually established his own business in 1999 and fully bought out the MF dealership in 2006. From that point on the business has grown steadily, attracting a new range of customers from far and wide with different mechanisation requirements. “If you want to communicate with your customers and farmers, you must at least know what is going on in the agricultural industry and be on the cusp of trends and best practices,” says Oom Hennie.

He is as knowledgeable about farming as he is about the MF range of tractors and implements that he supplies. Oom Hennie is equally generous in imparting his wealth of know-how and experience to his customers and helping them make the right purchasing choice when they invest in a new piece of equipment.

The secret to the success of Hennie’s Trekkers has been its emphasis on providing superlative customer service. Its access to the AGCO warehouse also means that waiting periods are reduced, resulting in even speedier service. “That for me is the important thing: Satisfied, loyal customers who then spread the word about the excellent service they have received. This is the best form of marketing.”

One thing to note is that Oom Hennie will not deliver a piece of equipment until it has been tripled checked in terms of the PDI (Pre-Delivery Inspection) and tested. Therefore, the moment a piece of equipment arrives it can be put straight to work. For instance, when a new baler is delivered to a farm it has been properly prepared so that the very first bale made is perfect.

The name of Oom Hennie is synonymous with the company he has nurtured over the years, carefully building his name in both the local community and the broader farming industry. “It is due to my philosophy of never turning a customer away that I also have customers from far afield who are equally loyal. We offer the same level of attention and service excellence to all. We are flexible in striving to be as cost-effective as possible in meeting our customers’ requirements. At the end of the day, it is all about the customers, who are willing to spend their hard-earned money with you.”

Hennie’s Trekkers boasts three qualified technicians and three bakkies to provide maintenance in the field. In addition, the fully equipped workshop has dedicated assistants that work under full supervision. The workshop focuses on general repairs and maintenance to full rebuilds, including gearboxes and engines. “We are almost a family business because everyone who works here has a vested interest in and responsibility towards growing the business,” says Oom Hennie. All technicians are trained in the latest technology by AGCO Africa itself.

**Watch a FarmSpace video interview with Oom Hennie:** <https://www.youtube.com/watch?v=Gq_KH8tdsyI>

**This year Massey Ferguson, a worldwide brand of AGCO (NYSE:AGCO), is excited to announce a fresh look for its iconic Triple Triangle logo and its new ‘Born to Farm’ brand identity in celebration of its 175th anniversary. MF has offered farmers around the world straightforward and dependable machines since its inception. Few global brands can claim such a lasting impact in the agricultural industry**.

**In support of the farming community, Massey Ferguson has an extensive network of over 35 dealers covering the whole of South Africa, catering for parts, service, aftersales and new sales. Potential customers interested in the MF range can obtain all information from** [**www.masseyferguson.co.za**](http://www.masseyferguson.co.za)**. Upon completing the contact form, potential customers will have the video, brochure and dealer contact details sent to their WhatsApp and email within 30 seconds.**

***Ends***

**Notes to the Editor**  
To download hi-res images for this release, please visit <http://media.ngage.co.za> and click the Massey Ferguson link to view the company’s press office.

**About Massey Ferguson**

Massey Ferguson has built up 175 years of global experience in manufacturing for the agricultural industry. It produces a full line of both high and low horsepower tractors, and has factories in China, Brazil, India, Europe, and North America. Massey Ferguson also has a wide range of implements and combine harvesters. It has an extensive and established dealer network in South Africa and an extensive distributor network in Africa.

**About AGCO**

AGCO (NYSE:AGCO) is a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology. AGCO delivers customer value through its differentiated brand portfolio including core brands like Challenger®, Fendt®, GSI®, Massey Ferguson® and Valtra®. Powered by Fuse® smart farming solutions, AGCO’s full line of equipment and services help farmers sustainably feed our world. Founded in 1990 and headquartered in Duluth, Georgia, USA, AGCO had net sales of $11.1 billion in 2021. For more information, visit [www.AGCOcorp.com](http://www.AGCOcorp.com). For company news, information and events, please follow us on Twitter: @AGCOCorp. For financial news on Twitter, please follow the hashtag #AGCOIR.

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