**NEWS RELEASE**

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***For immediate release***

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**MF Connect telemetry solution from Massey Ferguson**

**In co-operation with your MF Dealer, MF Connect assists in keeping your machine in optimal condition**

**Johannesburg, South Africa, 22 March 2022:** An equipment-management solution that enables remote and real-time monitoring to any device is now available from Massey Ferguson. MF Connect allows machine data to be used to make informed operational decisions about equipment performance, ensuring that preventative maintenance is conducted.

MF Connect comes standard with a five-year free subscription on all new purchases of a new MF 8700 S model and as an optional extra for the MF 7700 S Models. The MF 8700 S series is ideal for agricultural customers looking for a high horsepower, precision farming tractor with inspired design and optimised efficiency. The MF 7700 S series tractors are designed and built to meet the needs of professional farmers across all sectors from livestock to arable, mixed, and contracting.

Machine data is collected and evaluated via MF Connect to allow farmers and contractors to monitor, analyse, and optimise the condition and use of their machines, as well as optimise work efficiency and minimise downtime. Mobile data transmission means that real-time machine data is retrievable anywhere – from the office desktop, tablet, or smartphone.

In co-operation with your MF Dealer, MF Connect can assist you in keeping your machine in optimal condition, increasing uptime by ensuring your machines are ready to work whenever needed. Service and maintenance notifications keep you informed of the machine condition, meaning that planned maintenance is scheduled outside of busy periods.

The benefit of MF Connect to the customer is that it informs you about the machine position and route, fuel consumption, speed and working time, machine capacity and any error messages.

The main benefits are:

* Improved operating efficiency due to optimised logistics decisions.
* Reduce input by monitoring consumption on the go.
* Maximise uptime through smart maintenance and services planning.
* Use the diagnostic support for decision-making, including preventative maintenance, to minimise downtime.
* Call up real-time machine data from wherever you are on any device that you might have.
* Stay connected with your MF Dealer for remote diagnostics.

On your next purchase of your new high horsepower MF tractor, your dealer will take you through the process of creating a new account at [www.masseyfergusonconnect.com](http://www.masseyfergusonconnect.com). Following the registration process, you will be able to link your tractor and any others to the account, and data will start coming through.

**For more information about MF Connect, please contact your nearest MF dealer on** [**www.masseyferguson.co.za**](http://www.masseyferguson.co.za)**.**

**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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