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**Massey Ferguson puts the farmer first by saving on diesel costs and boosting productivity**

**Johannesburg, South Africa, 10 June 2022:** Spiralling diesel costs have emphasised the need for farmers to not only invest in the latest technology from reputable brands like Massey Ferguson, but also to adopt precision or smart farming practices to boost productivity and efficiency. This was the message from AGCO Africa MD **Dr. Dominik Reus**, speaking at Grain SA’s NAMPO Harvest Day in Bothaville in the Free State on Thursday 19 May.

Such has been the impact of the rising diesel price that Agri SA has even mooted a rebate scheme to buffer potential food price increases. “Our strategy is always to put the farmer first. Improved technology drives more efficient fuel consumption,” highlighted Dr. Reus. Here he referred to class-leading tools such as MF Guidance, autopilot, and MF Section control.

MF tractors ensure that the performance and efficiency of the engine, transmission, and hydraulics are optimised to minimise fuel use and maximise output without compromising the environment and requiring a high operator workload. The AGCO Power engine has been designed to match the latest emission regulations using SCR technology, believed to be one of the most advanced designs of its kind on the market.

Fuelling is designed to give a flat torque curve, essential for a constant delivery under load despite the prevailing conditions. Coupled with the low friction drives, this results in incredibly low fuel consumption per tonne and excellent fuel economy. The impressive performance and efficient design of the Dyna-4 transmission provides unbeatable productivity, control, and convenience, with completely clutchless shifting of 16 forward and 16 reverse speeds.

Operation of today’s modern, widest, and most sophisticated implements involves a number of functions using the linkage, hydraulics, PTO, and transmission, especially on a headland turn. Grouping these functions together or automating them delivers the best from the tractor and implement. MF Guide is MF’s full featured, hands-free steering system, available on new tractors or as an aftermarket installation, can deliver sub-metre, decimetre, and centimetre accuracy, increasing the efficiency of farming operations.

Trailed Implement control raises and lowers the trailed equipment according to the wheelslip for trailed equipment, reducing wheelslip and preventing soil damage. Headland Management enables the electronic functions required during a headland turn to be managed automatically from within the cab via the Datatronic terminal, automating the transmission, hydraulics and PTO systems and reducing repetitive tasks.

Specific features have been developed to enable operators to make their tractors work more efficiently, cutting fuel consumption, getting the best out of implements, and minimising service costs. These compact engines use the advanced and highly efficient All-In-One SCR technology. A heavy duty Integrated Front Linkage System (IFLS) is available as an option, designed to match the front suspension. The operator can activate a new ‘eco’ mode by flicking a switch in the cabin. Oil flow and engine RPM are managed to reduce fuel consumption even further.

“Our cutting-edge farm management solutions allow farmers to monitor machines, operate implements simply and effectively, analyse operations more closely and, above all, keep control of costs,” said Dr. Reus. An optional 7" Datatronic 4 Monitor displays important tractor information and records, shows memory functions and tasks, and oversees automation of headland management, trailer steering axle management and dual control.

Available as an option on Efficient and Exclusive models, Datatronic 5 gathers and stores data on both tractor and precision farming setting. In addition, the terminal can be used to control MF Auto Guide, ISOBUS and cameras. MF Connect service enables the farmer and dealer to coordinate, optimise, and seamlessly connect a fleet to manage maintenance proactively and monitor equipment in the field remotely.

“We are investing heavily in South Africa to establish confidence in us as the preferred supplier in terms of mechanisation and technology. It has been accelerated now with technology in terms of a direct connection between the farmer, dealer, and us. We have aligned with our partners, the dealers in South Africa, to offer a better service and improve our turnaround times so our customers have the best experience and maximise their equipment uptime,” concluded Dr. Reus.

**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.**

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

**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 helps farmers sustainably feed our world. AGCO was founded in 1990. Founded in 1990 and headquartered in Duluth, Georgia, USA, AGCO had net sales of $9.1 billion in 2020. For more information, visit [www.AGCOcorp.com](http://www.AGCOcorp.com).

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