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**MAIN HEADING: We are doing it again! Master Mechanic Season 2 – Coming in Nov 2022**

**SUB-HEADING: Bigger tractors, bigger challenges, bigger everything**

**Johannesburg, South Africa, 31 October 2022:** Following the huge success of the world-first Massey Ferguson Master Mechanic challenge in November 2021, the reality show returns on 18 November in an even bigger and better format. “Season 1 of the world’s first tractor-based reality show was an incredibly successful journey that was wonderful to share with the world,” says **Dr.** **Dominik Reus**, Managing Director Africa, AGCO. Since airing the show a year ago, AGCO Africa had great feedback from all over the world. It had highlighted a previously underrated job yet such a critical role in the industry – the technician.

Once again, three teams of two will battle it out for a grand prize of R100 000. Not only that, the cherry on top of the cake for the winning team is a once-in-a-lifetime opportunity to visit and train at the Massey Ferguson Beauvais factory in France where the MF high horsepower tractors are manufactured.

The Massey Ferguson Master Mechanic Season 2 will focus on built-in technology in MF high horsepower tractors and demonstrate how farmers can utilise the technology and features to their full potential, which indirectly benefits their bottom line. Last but by no means least, Massey Ferguson offers world-class technical training to its technicians, hence the confidence to showcase the capabilities and expertise of MF high horsepower technicians countrywide.

Massey Ferguson is proud of its brand and the machines it designs and manufactures. Like all machines, they need to be cared for and maintained. This means highly skilled, intelligent people are required who can problem solve, diagnose faults and repair its world-leading tractors.

To the Massey Ferguson family, it is more than just a tractor. The Massey Ferguson tractors are some of the most sophisticated machines in the world. This is the brand that farmers have trusted for over 175 years. Season 2 focuses on the pride of Massey Ferguson – the high horsepower tractors.

Master Mechanic Season 2 features super-sized challenges to showcase the highly motivated and trained technicians throughout the country. It provides a unique glimpse into the technicians’ world of fixing tractors, who not only swing spanners and travel to amazing and different places but use their intellect in conjunction with world-leading technology.

The show highlights that a technician’s life has changed in recent times with the advent of computers and the internet. Being an MF technician is filled with adventure, continually learning and opportunities to travel to unique places. It has now become something special to talk about with your friends around the braai, family and people you come across in your life.

Master Mechanic Season 2 will release on 18 November on MF Master Mechanic YouTube and Facebook channels. All episodes will be available at once for viewers to binge watch.

Master Mechanic is designed and filmed in such a way that anyone can understand and also some special items for those ‘seasoned’ technicians to enjoy – it is filled with all the emotions, drama and suspense that one would expect from a world-class reality show.

Be sure to subscribe to watch as the best MF mechanics go head-to-head for what they love and believe in: The Massey Ferguson brand. Follow our social media channels below and support your favourite teams!

**TEASER:** <https://www.youtube.com/watch?v=o6b83WrH8ks&ab_channel=MFMasterMechanic>

* **YouTube:** <https://www.youtube.com/c/MFMasterMechanic>
* **Facebook:** https://facebook.com/MFMasterMechanic
* **Instagram:** https://www.instagram.com/mfmastermechanic/
* **TikTok:** https://www.tiktok.com/@mfmastermechanic
* **Twitter:** https://twitter.com/masseymastermec
* **Visit our website:** <https://mfmechanic.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 news article, 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®, Precision Planting® 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 approximately $11.1 billion in 2021. For more information, visit 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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