



MASSEY FERGUSON®

NEWS RELEASE

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11 February 2010

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More awards for Massey Ferguson innovations

Massey Ferguson's unstoppable awarding-winning reign continues with Technology Innovation Awards at the FIMA 2010 Show, Zaragoza, Spain being presented to the MF 8690 tractor for its use of Selective Catalytic Reduction (SCR) as well to the AGCOMMAND telemetry system.

The expert judging team at the Spanish show assess new equipment for technical developments that offer improvements in efficiency, operation, capacity, safety or environmental aspects. This is the first award for AGCOMMAND telemetry and the latest accolade for the advanced MF 8600 Series, which was named 'Tractor of the Year' immediately after it's launch and has received a range of honours ever since.

The judges praised the Technical Innovation of the Selective Catalytic Reduction (SCR) on tractor's AGCO Sisu Power six cylinder, 8.4-litre 84CTA engine. This was the first tractor to introduce SCR technology to control exhaust emissions, which uses ADBlue additive to transform the noxious nitrogen oxide (NOx) in the exhaust gas into plain nitrogen and water.

As well producing the 'cleanest' exhaust emissions on the market, SCR technology also cuts fuel consumption. Independent tests show that it provides a 16.6% fuel saving compared with similar sized engines. This can be achieved because the engine timing and operation can be set for optimum efficiency, without having to make compromises to control exhaust emissions.

AGCOMMAND telemetry offers unrivalled communication

Massey Ferguson's AGCOMMAND telemetry system was praised by the judges for its ability to provide farmers, contractors and managers with instant access to a wide range of information about equipment working in the fields or travelling on the road.

The system automatically records data from machines and transfers this, via the mobile telephone network, to a computer server. This can then be accessed via the internet from an office PC, laptop or even a 'smart' phone, providing immediate information about the vehicle's location, performance plus the ability to see a huge range of data.

This, says the judges, "is essential information to the run the company with maximum efficiency. It saves time, resources and money, with the ability to access this information from anywhere and at any time."

Massey Ferguson has invested heavily in introducing new equipment and products designed to help businesses to improve efficiency and increase profit. These innovations are being acknowledged throughout Europe with prestigious awards from important shows and industry expert panels.

"We are proud and honoured to receive such high profile recognition from these independent juries for our new products," says Richard Markwell, Vice President and Managing Director Massey Ferguson, Europe, Africa and Middle East. "We have built our reputation on pioneering new technology and these awards clearly demonstrate that Massey Ferguson continues to set benchmarks for others to follow."

MF 8600 Series – the awarding winning choice

EIMA Show 2008 (Italy)

NF 8690, European Tractor of the Year 2009

MF 8690, Golden Design award 2009

(Press awards)

AGRO + MASHEXPO (Hungary)

MF 8690, Grand Prize for innovation

SIMA Show (France)

MF 8600's OptiRide Plus dynamic cab suspension

Gold Medal (Technical Innovation award)

SIA Show (France)

MF 8600's solar panel, Silver Medal

Agriculture & New Technologies

(Press award)

Demopark (Germany)

MF 8600, Gold Medal Innovations award

FIMA 2010 (Spain)

MF 8690 – SCR technology

Technical Innovation Award

AGCOMMAND Telemetry

Technical Innovation Award

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ABOUT AGCO

AGCO, Your Agriculture Company, (NYSE: AGCO) was founded in 1990 and offers a full product line of tractors, combines, hay tools, sprayers, forage, tillage equipment, implements, and related replacement parts. AGCO agricultural products are sold under the core brands of Challenger®, Fendt®, Massey Ferguson® and Valtra®, and are distributed globally through more than 2,800 independent dealers and distributors, in more than 140 countries worldwide. AGCO provides retail financing through AGCO Finance. AGCO is headquartered in Duluth, Georgia, USA. In 2008, AGCO had net sales of \$8.4 billion. Please visit our website at www.AGCOcorp.com or www.masseyferguson.com