

Celebrations for a Production Milestone

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The 67,000th machine to roll off the assembly line is a 360hp MF BETA 7370 combine destined for work in Sweden.

The 25ha Breganze site is AGCO's Harvesting Centre of Excellence and produces a full range of MF combine harvesters suitable for small farmers through to the high-capacity models required by large-scale agribusiness customers. Along with the MF BETA combine, these include the MF ACTIVA, MF ACTIVA S, MF CENTORA and MF DELTA.

The MF BETA 7370 taking the title of 67,000th combine is bound for Massey Ferguson Dealer GH:s Traktorcity in Östergötland, Sweden.

"Massey Ferguson combines have had a highly successful year in Sweden seeing a doubling in the number of units sold," explains Adam Sherriff, Market Development Manager, Massey Ferguson Harvesting. "The MF BETA 7370 is our best-selling combine model in the country and features the acclaimed Skyline cab which provides excellent visibility, ergonomically-positioned controls and superb comfort to make the operator's job easier and more productive."

Multi-million dollar investments in recent years have transformed the AGCO Breganze plant into a world-class site. Certified to ISO standards, some of the most recent developments at the 65,000 m2 factory have seen a complete reorganisation of the supply chain and production process, the installation of new rolling and panelling machines, robot welding automated systems, a state-of-the art paint-shop and the opening of the magnificent AgriDome Visitors Centre.

Massey Ferguson combines have been in production at Breganze site since 2004. In June 2007, this partnership was further strengthened when AGCO acquired a 50% stake in Breganze-based Laverda S.p.A from the Italian Argo Group. AGCO fully acquired the plant in 2010 bringing over 50 years of combine manufacturing experience in Italy into the AGCO family. The current site was opened in 1979.

Source: AGCO, Massey Ferguson

Massey Ferguson Beta 7370 On LECTURA Specs