

X7 Pro-Drive Standard tractor unveiled at Farm Progress Show 2016

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McCormick North America unveiled the X7 Pro-Drive Standard tractor line-up for the first time at the 2016 Farm Progress Show in Boone, Iowa. The newly released "Standard" configuration allows McCormick to compete in a more price-sensitive segment of the higher horsepower tractor market where customers are willing to accept fewer options and creature comforts while maintaining machine quality and performance.

The X7 Pro-Drive Standard Series consists of three models generating 143, 160, and 175 maximum engine horsepower. Designed as a reduced specification, lower price alternative to the already-successful X7 Pro-Drive Premium Series, these three new tractors are built to attract customers who want a mix of performance and value from their equipment. Much like a simple work truck on the farm, the Standard models are designed to be simple, and yet have the right tools to get the job done. McCormick announced the X7 Pro-Drive Standard lineup to its dealer network during its 2016 Annual Dealer Meeting in January, 2016, but this will be the first time the tractors will be shown to the general public in North America.

The X7 Pro-Drive Standard tractors use the same BETAPOWER diesel engines and power shift driveline that has been so successful in the Premium models. The "meat" of the tractor has stayed the same. Only the "bells and whistles" have changed. From the layout of controls inside the cab, to the addition of mechanical hydraulic remote valves, to the simplified lighting package and considerably smaller list of available options, the X7 Standard was designed from the get-go to be simple, reliable, capable, and more attractive to the price sensitive market.

Come by and see the new X7 Pro-Drive Standard tractor at the McCormick Booth, #1239. Or, you can read more about it on our website and in our online brochures at www.McCormickNA.com.

Source: Argo Tractors S.p.A.