

Massey Ferguson's full line strategy on show at EIMA 2016

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Massey Ferguson is proud to announce the European launch of its powerful and compact MF 6700 S Series **tractors** at the EIMA Show, Bologna on 9th-13th October. The range flagship, the MF 6718 S is the world's first 200hp, four cylinder agricultural **tractor**.

Other new equipment making its debut at the show include two new **tractors** in the MF 5700 Series, a range of new MF TH **Telehandlers** as well as the introduction of a comprehensive array of hay and forage equipment for the Italian market.

"EIMA 2016 marks another significant milestone in Massey Ferguson's drive to offer a full line of equipment through an exclusive dealer network," says Campbell Scott, Massey Ferguson Director Marketing Services.

"At EIMA we are launching the next wave of new products, which will help improve efficiency and offer cost effective operation for a wide range of farms and businesses," he adds.

New Massey Ferguson equipment on show at EIMA 2016:

- European launch of the MF 6700 S series, including the MF 6718 S, the world's first 200hp, four-cylinder agricultural tractor
- Two new models – the 110hp MF 5710 and 110hp, MF 5711 – strengthen Massey Ferguson's position in the below 130hp sector
- Four new generation Massey Ferguson telescopic handlers offering lift capacities from 3t to 3.8t and lift heights from 6m to 7m
- New, full line of Massey Ferguson hay and forage machines for the Italian market includes mowers, tedders and rakes to suit every application
- Massey Ferguson's C3000 touch-screen terminal

European launch of Massey Ferguson MF 6700 S Series

The new MF 6700 S Series, which includes the world's first 200hp, four-cylinder agricultural tractor, sees its European launch at the EIMA Show, following its preview in France earlier this year.

Its unrivalled four-cylinder power, manoeuvrability and agility puts the MF 6700 S in a class of its own. Massey Ferguson's new 'S Effect' takes maximum four-cylinder engine output to 200hp (with Engine Power Management) for the first time in the MF 6718 S. The compact, 4.9 litre four cylinder engine, 2.67m wheelbase and a turning radius of just 4.75m also makes the MF 6718 S the most manoeuvrable 200hp tractor.

New MF 5700 100hp and 110hp straightforward tractors

Designed and built in Massey Ferguson's Beauvais facility in France, the new 100hp, MF 5710 and 110hp, MF 5711 tractors complement the 75hp to 95hp MF 4700 Series Global tractors, launched last year.

MF 5700 Series operators benefit from the largest cab in the sector. Designed and built in Beauvais, France, the spacious, air-conditioned cab is equipped to the highest specification, offering industry-leading comfort, control and functionality.

The MF 5700 design employs the latest technology that delivers dependable performance. This includes maintenance free exhaust emission regulation, a new efficient 12 x 12 gearbox with hydraulically-operated shuttle, as well as an advanced open-centre hydraulic system with tandem pump and combined flow option.

New Generation Massey Ferguson TH telehandlers

Massey Ferguson's new TH Telehandler Series makes its EIMA Show debut. The four new generation models offer lift capacities from 3t to 3.8t with lift heights from 6m to 7m.

All are powered by a 3.4 litre four-cylinder Doosan engine, which delivers 100hp on the MF TH.6030 and MF TH.7035 and 130hp on the MF TH.6534 and MF TH.7038. A unique four-range hydrostatic transmission, on all the models, provides low speed, high torque delivery through two mechanical gears and two hydrostatic ranges.

MF TH Telehandlers offer best in class visibility from the cab, with its curved glass and low boom pivot point providing an uninterrupted view all round.

Hay and forage equipment makes its Italian debut

Massey Ferguson is also introducing a new range of hay and forage equipment at the show, including a vast choice of disc mowers and tedders as well as single, twin and four-rotor rakes.

In the Massey Ferguson DM Series disc mower range there's a wide choice, including light, mounted disc models, front- and rear-mounted mowers, centre drawbar machines as well as trailed mower conditioners and 'butterfly' folding combinations with ISObus control.

There are six models in the Massey Ferguson TD Series Tedder range to suit a wide range of crop types and applications. They are available in working widths from 5.2m to 12.7m.

A huge choice of single, two- and four-rotor rakes in the new Massey Ferguson RK Series includes mounted or trailed models, so users can select exactly the right machine for their crops, area and tractor power.

Touch-screen terminal supplied free in factory fit package

Visitors to the Fuse Technology area will be able to explore the features of the powerful C3000 large colour, touch-screen terminal. This is now not only available as a factory-fitted option, but it will also be supplied and installed free of charge.

This offer applies to all Massey Ferguson tractors from the MF 5700 SL upwards, also including the new MF 6700 S, MF 7700 and MF 8700 ranges. The terminal will now be fitted at no cost on tractors specified with the factory-fitted Technology Package.

Source: AGCO, Massey Ferguson

TRACTORS