

Massey Ferguson to showcase full-line of farm equipment at SIMA

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World premiere of new tractors plus new combine header, new materials handling equipment and new Precision Farming packages

Results of three-way farm machinery partnership focused on reducing soil compaction and increasing traction

Massey Ferguson, a worldwide brand of AGCO, is unveiling key new products at the 2017 SIMA Show in Paris, underlining its strategy to offer a full line of farm machinery to customers through its distribution network.

As part of an impressive showcase of equipment featuring its strongest-ever line-up, every product on the MF stand is new to the SIMA show. Kept under wraps until the opening day of the exhibition is the enhanced MF 8700 Series featuring Massey Ferguson's most powerful tractor ever in the shape of the mighty 400hp MF 8740. Other brand-new equipment spearheading the Massey Ferguson advance includes a new CornFlow maize header for models from the MF combine range, new materials handling tools, new Precision Farming packages and a new award-winning prototype tractor/implement linkage solution from the Massey Ferguson Advanced Research team. The farm machinery firm is also presenting some of the results of its work with two other leading France-based companies, Michelin and Grégoire Besson on reducing soil compaction and improving traction in hard field conditions.

"Major investment in new products demonstrates our strategic commitment to provide a complete range of MF equipment to cover the needs of every single farmer," remarks, Thierry Lhotte, Massey Ferguson Vice President and Managing Director Europe & Middle East. "The full-line approach strengthens our business and reinforces the Dealer network, thereby further boosting our support and service to customers. Our full range of products creates a solid framework for achieving our ambition to establish Massey Ferguson as THE choice of farmers around the world."

"At the same time, we are giving fresh impetus to our Distribution Network and Customer Relationship development," he explains. "We are working actively with our Distributors and Dealers in Europe to ensure an increased availability of exclusive Massey Ferguson expertise, both operational and technical, within each of our MF distribution outlets."

"Our strong presence at SIMA affirms the full extent of the MF brand's product and service offer," adds Thierry Lhotte. "The tremendous strength and breadth of the renowned Massey Ferguson Triple Triangle marque provides farmers with a superb taskforce of equipment and the highest levels of customer support to help them develop and sustain profitable businesses. Customers are at the centre of everything we do. We can promise show-goers a very exciting and inspiring experience on our stand. The whole MF team is looking forward to giving a very warm welcome to visitors to SIMA 2017!"

Massey Ferguson SIMA highlights

Tractors

- **Debut of enhanced MF 8700 Series** - New flagship 400hp MF 8740 heads six-model MF 8700 Series. With maximum powers from 270hp to 400hp, they combine an unrivalled power-to-weight ratio and superb agility with high power and strength.
- All MF 8700 Series tractors are also equipped with Massey Ferguson's advanced, new **Datatronic 5 terminal** with tablet-style operation which comes complete with automatic steering and a powerful suite of **precision farming products** which builds into a system providing mapping, automatic section control, variable rate applications, record keeping and comprehensive machinery monitoring with telemetry. Other detailed changes improve productivity as well as increase operator comfort and safety.

Harvesting machinery

- **Introduction of MF CornFlow Maize Header** range, which delivers high capacity for faster harvesting, exceptional performance in laid crops, with reduced header and cob losses. Eight new MF CornFlow headers offer a choice of four- and six-row, rigid and folding models, with 70cm or 75cm row spacings, and are designed specifically for use with MF Activa, MF Activa S, MF Beta and MF Centora combine harvesters.

Hay & Forage Tools

- First showing at SIMA for MF's Hay & Forage tools line-up which includes a wide array of high-quality energy-efficient **mowers, mower-conditioners, rakes and tedders.**

Materials handling

- First public exhibition of the new generation **MF FL front-loader range** which is capable of handling the most demanding tasks and is available with an advanced in-cab terminal which includes dynamic weighing. Three new loaders join the range to match tractor developments, with a total of 20 self-levelling and non-self levelling models, suitable for use with tractors from 60hp to 300hp.

Results of traction trials with industry partners

- In a series of trials, **Massey Ferguson, Grégoire-Besson and Michelin** jointly examined the potential to reduce soil compaction and increase traction when ploughing with a Grégoire-Besson plough pulled by a MF 8730 tractor, equipped with completely-new Michelin VF650/80R42 AxioBib 2 tyres with Michelin Ultraflex technology. These new-design tyres have been developed particularly to enable large high hp tractors to be used for ploughing in the furrow. The large (2.15m) diameter tyres, running at a pressure of just 0.8 bar, place three full lugs on the ground creating a 26% longer footprint with a 25% greater surface area than previous designs. At the same time, this greater soil contact area increases traction by up to +28%, and reduces wheelslip by up to one third, as well as saving fuel.

SIMA Innovation Award for MF top-link control

- Massey Ferguson received a Citation in the SIMA Innovation Awards for its new and unique electronic top-link control system which automatically maintains the correct working angle of mounted implements. **Hydraulic Top-Link Automation** is the latest innovation from Massey Ferguson which invented the three-point linkage and pioneered Electronic Linkage Control (ELC). The new system uses the latest sophisticated control techniques to deliver straightforward and dynamic top-link adjustment which improves implement and tractor performance. At the same time, it will enhance the working quality of linkage-mounted application and draft equipment.

Source: AGCO, Massey Ferguson