

FOCUS

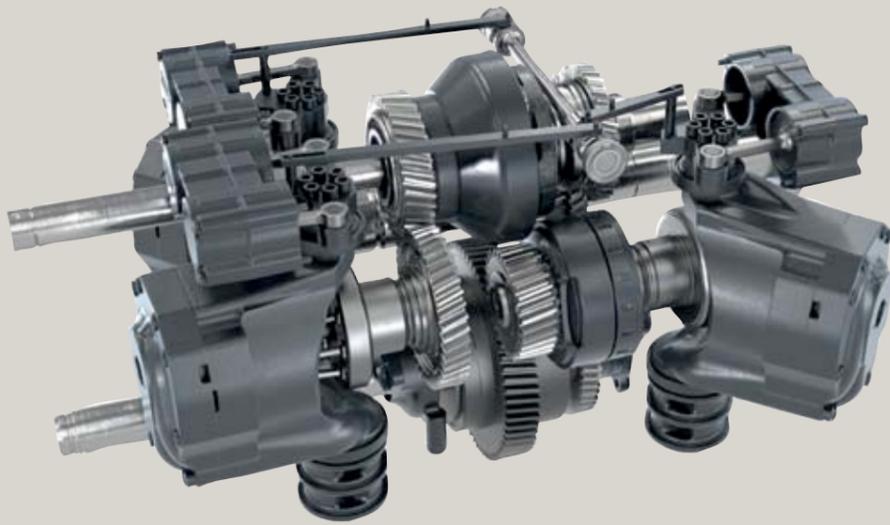


Agritechnica 2015
A shower of medals and crowds
of visitors at Fendt

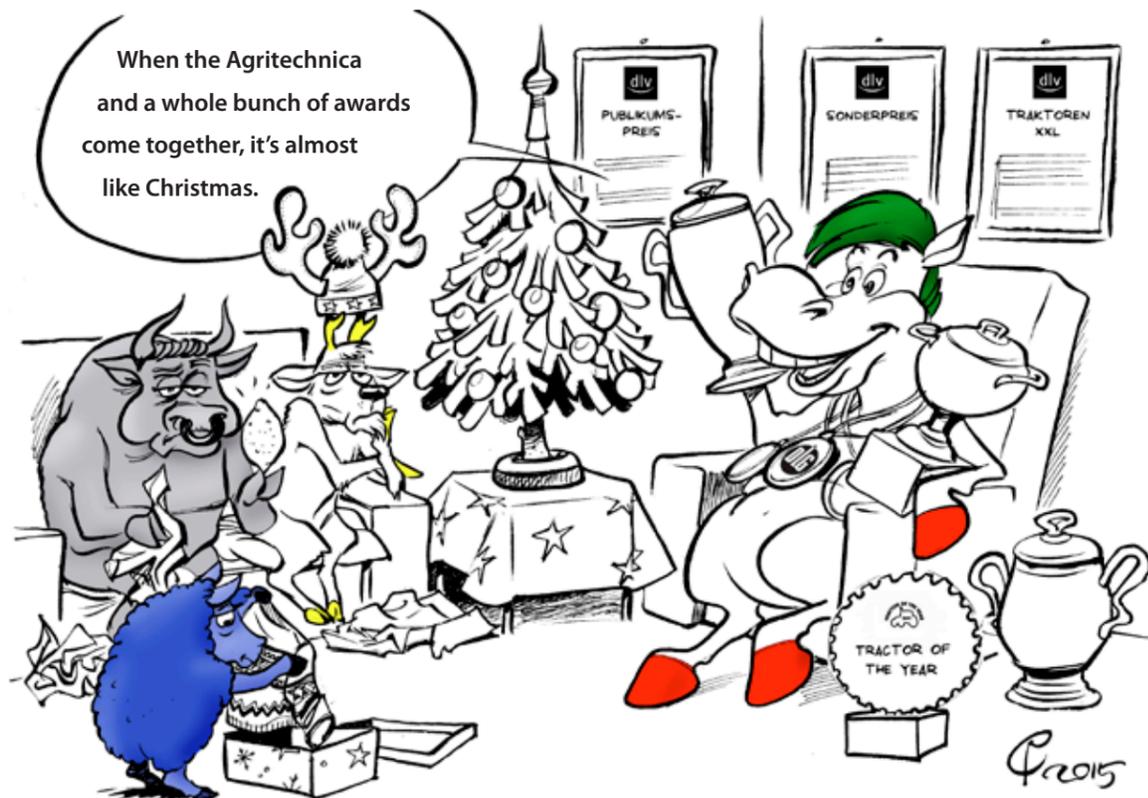
Variable and effective loading –
the new Fendt VarioLiner

ISU Special
BUGA 2019 in Heilbronn
Mission at the Königssee

It was a sensation when Fendt presented the Favorit 926 at the Agritechnica in 1995. The first 260-hp tractor with stepless drive technology, the so-called Vario transmission. At that time, 20 years ago, the opinions among experts were quite critical. Today, Fendt has already built more than 200,000 Vario transmissions.



This year, Fendt presented another milestone in stepless drives at the Agritechnica 2015. The new Fendt VarioDrive drive train is built into the new Fendt 1050 Vario, the standard tractor with the most horsepower in the world. The result: no more shifting speed ranges and a variable four-wheel drive. And what do the experts say? They write, for example: "Everything – except the usual" (profi 10/2015).



(From left) Peter-Josef Paffen with Dr Rob Smith (AGCO Vice President & General Manager EAME) and Roland Schmidt (Fendt Marketing Director) in front of the Fendt 1000 Vario. Hanover, Agritechnica 2015.

Dear Readers,

When I walk through the offices of our stand staff after the Agritechnica, I see many happy faces. Even after countless years working in the agricultural equipment industry, it is always nice for me to see how much a good trade fair can fire up the Fendt staff. It is the cooperation with colleagues, exchange with dealers, but most of all, the conversations with you, our customers, that excite us. We want to understand what it is you need, so that we can develop the best solutions for you. That is our aim and you can expect that from Fendt.

We want to understand what it is you need.

Naturally, we want to present ourselves and our machines properly to you. But most of all we want to speak directly with you. That is important to us. For this reason, I am convinced that the Agritechnica 2015 was an excellent exhibition. Because, besides the introduction of our Fendt 1000 Vario, the Fendt VarioLiner loader wagon, the new forage harvesting equipment and the many awards, the uplifting talks with our customers are what inspire us to do our best for you in 2016!

I wish you and your families a wonderful holiday season and a successful 2016.

Yours sincerely,

Peter-Josef Paffen
Vice President and Managing Director Fendt
Chairman of the AGCO/Fendt Management Board

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Fendt at the Agritechnica 2015 – Shower of medals and crowds of visitors



Agritechnica 2015. A statement for agricultural machinery.

A new hall, an even bigger Fendt stand, hundreds of thousands of visitors and a shower of medals – an exhibition where everything was just right. Fendt's excellent performance was honoured by visitors and juries – from the DLG Gold medal up to the "Machine of the Year" people's choice.



"The Agritechnica 2015 was an exceptional exhibition for us," says Peter-Josef Paffen, Chairman of the AGCO/Fendt Management Board. "This year we received many awards, especially for the new Fendt 1000 Vario. And visitors showed tremendous interest in this machine. Sometimes people had to wait over 30 minutes just to take their seat in the cab."

Landwirtschafts-Gesellschaft, DLG) awarded Fendt five medals for new developments. The four silver medals were already awarded by the management on Sunday, 8th of November, and the Gold medal for the new tyre pressure regulation system Fendt VarioGrip Pro at the awards ceremony, which was part of the Max Eyth Evening on the 9th of November. Fendt received the Silver medals for the new Fendt VarioDrive drive train found in the Fendt 1000 Varios, the new Fendt Grip Assistant, the 360° camera system for combines and the electric hay rake, the Fendt Former 12555 X.

5 DLG medals – 1 Gold and 4 Silver

The Agritechnica 2015 had an excellent start for Fendt. Already at the beginning of the exhibition, the German Agricultural Society (Deutsche



Federal Agricultural Minister Christian Schmidt (4th left) hands over the DLG Gold medal for VarioGrip Pro



Dr Heribert Reiter (left) and Peter-Josef Paffen (2nd left) and the Fendt engineers are pleased about the DLG Silver medals

Three “Machine of the Year” awards

“I’m as happy as can be,” said Rob Smith, AGCO Senior Vice President and General Manager EAME, after the Fendt 1000 Vario received the “Machine of the Year People’s Choice” award. The awards ceremony on the 10th of November at the dlV-Verlag publishers was a bit like an Oscar awards ceremony – especially because the Management of AGCO/Fendt was overjoyed. The new high-horsepower tractor

»It is another thing, when all the people vote for it.«

received the People’s Choice Award as the best new product of the year. Over the course of seven weeks, people could vote for their personal favourite agricultural machine – the Fendt 1050 Vario received the most votes. For Fendt, this award is something special, as Peter-Josef Paffen expresses: “How a jury decides is one thing. But it is a totally different thing when all the people vote for it.”



Two “Machine of the Year” awards: Fendt 1000 Vario (“Tractors XXL”, “People’s Choice”)



Several awards for the “Machine of the Year 2016” in different categories



This is what happy winners look like: all winners of the dlV “Machine of the Year 2016” awards

The Fendt 1000 Vario lives up to its name “German Meisterwerk” – in addition to the People’s Choice award, it also won in the category Tractor XXL. Because on the same evening, the dlV technical journalists announced the winners amongst the high-horsepower tractors. Dr Heribert Reiter, Managing Director Research and Development AGCO/Fendt, is especially proud: “I am really happy and it makes me proud to have been able to work on such a vehicle. But then, when one learns that it is also recognised by the experts and the public, it is even nicer – that is pure motivation!” Fendt received the special award together with the tyre manufacturer Mitas for the VarioGrip Pro tyre-in-tyre system.



Tractor of the Year

The new Fendt 1000 Vario is not only a highlight of the exhibition, but also a hit of the year! The trade press gave it the award “Tractor of the Year 2015”. To become Tractor of the Year, it has to be the best in a

number of criteria, for example, for the engine, transmission, electronics, hydraulics, cab comfort, innovation, design, price-performance ratio and much more. The Fendt 1050 Vario convinced the jury in all points.

This award, as Martin Richenhagen, President, CEO and Chairman AGCO explains, is so important because it “is awarded by international trade journalists and they are very critical.” Still, Martin Richenhagen sees the award as “incentive to continue to be creative in the future in order to maintain the lead.” The “Tractor of the Year” is awarded by 23 independent agricultural machinery trade magazines from all over Europe. The award was given in 1998 for the first time – and as one can guess, to a Fendt. At that time, it was the first Fendt Vario with the new step-less Vario transmission that convinced the jury of journalists. Fendt tractors also took first place in the years 1999, 2004 and 2011.



Robert Heisler, Product Manager High-horsepower tractors, and Marketing Director Roland Schmidt with the “Tractor of the Year” award

TOGETHER IN THE NEW HALL 20: THE GERMAN SALES PARTNERS

The German distributors moved into the new Hall 20 together with Fendt. Side-by-side with the manufacturer and close to customers, that is the way the distributors BayWa AG Agrar Services, Agravis Raiffeisen AG, RWZ Raiffeisen Warenzentrale Rhein-Main EG, the Raiffeisen Waren GmbH Kassel and Heinrich Schröder Landmaschinen KG presented themselves.





The Agritechnica 2015 was once again an exhibition with exceptional dimensions. According to the DLG, some 450,000 visitors came to Hanover for the world's leading exhibition for agricultural machinery. And almost everybody passed by the Fendt stand in the new Hall 20.

NUMBERS | DATA | FACTS ON THE FENDT STAND IN HALL 20

Number of Fendt machines
30 = 7,064 hp

Number of meals and drinks

- Coffee: 900 litres
- Non-alcoholic drinks: 3,000 litres
- Bavarian white sausages: 1,500 pairs
- Pretzels: 5,000

Number of shop articles sold

- Over 20,000

Number of Facebook posts

- More than 50 posts on Facebook (www.facebook.com/FendtGlobal)
- Reach during the exhibition: more than 3 million

Brochure stand

- Comprehensive brochure "Fendt Welt": 24 pallets
- More than 20 tonnes of paper distributed

LED wall

- Largest at the entire exhibition with 3,104,640 pixels
- Film "German Meisterwerk" ran 280 times

Fendt personnel

- Number of sweaty shirts: Nearly 1000

Fendt 1000 Vario

- Waiting time to climb up into the cab: 15–30 minutes
- Load on the seat during the Agritechnica week: 378 tonnes



You will find more photos and information at www.fendt.tv

MICHAEL HOFFMANN AND EIKE RIDDER

**Staff of the contracting business
from Eckernförde, Schleswig-Holstein**

True Fendt fans visit the Fendt stand at every Agritechnica. That is why Michael Hoffmann and Eike Ridder immediately noticed that the stand is much bigger this year and they like that a lot. Eike Ridder also immediately noticed the new green of the Fendt 1000 Vario, because he has a lot of experience with green paint. He lovingly restored his old Fendt Farmer 201 S from the 70's. He even mixed two green tones together to get just the right shade of green. Now the precious vintage tractor shines like new. Both Fendt fans work for a contractor and drive Fendt high-horsepower tractors every day – from the Fendt 700 to the 900 Vario.



SIMON EICHEL AND JAN ROHDE

**Forestry business owners
from near Darmstadt**

For Simon Eichel and Jan Rohde, the second day of the exhibition begins with Fendt. They already visited the Fendt stand on the previous day, because for them "that is the future! That is Fendt, that is simply fascinating!" Both young forestry business owners naturally dream of owning a Fendt Vario. Because, in their opinion, the best thing about a Fendt is the Vario transmission, as Simon Eichel says: "The transmission on the Fendt tractors, always gives you the impression that you have 20 hp more available – Fendt feels like more!" Eichel used to work at a contracting company and drove various Fendt models there, e.g. the Fendt 936, 722 and 818 Vario. The most convincing is their high manoeuvrability, which is a special advantage on slopes and in the forest.



BURKHARD EICK

**Farm manager
from Northern Germany**

Burkhard Eick uses Fendt tractors: The Danish farming enterprise, where Burkhard Eick is a partner, comprises 2,000 hectares of grassland and arable land as well as 480 dairy cows. He would love to see the Fendt 1000 Vario become part of his business's tractor fleet – because for him the highlight at the exhibition was the new Fendt high-horsepower tractor.



SEAD SHEHU AND ESAD SHEHU

**Farmers and spare parts dealers
from the Kosovo**

Sead Shehu and his brother Esad Shehu run an arable farm together, which has 110 hectares of grain in the Kosovo. They are big Fendt fans, because in their opinion, Fendt has "top technology and the Fendt tractors are the best machines here at the Agritechnica." They have a Fendt 307 Farmer and Fendt 824 Favorit from 1996, which already has 19,000 work hours under its belt. In addition to their farming activities, the brothers also run a spare parts business and repair agricultural machinery.



HUBERT RUTHMANN

Hobby farmer from near Koblenz

Hubert Ruthmann finds the Fendt stand is perfect, because it is a really good straightforward set-up, with space for the essentials and the best quality. Because, as the hobby farmer says: "If you have a good tractor, you don't need to have a big show." He is interested in the Fendt 211 Vario with front loader – perfect for the small farm.



MICHAEL ZERGIEBEL

**Farmer
from St Igidien in Saxony**

"The 1000er, it's something to remember," says Michael Zergiebel at the Fendt stand. The many new Fendt tractors at the stand left a huge impression on him. He uses a Fendt 511 C from the late 90's on his mixed farm with 120 hectares of grassland and 40 dairy cows. He is very satisfied with his 511, because he favours quality.



Michael Zergiebel (l) with friends

Two full liners meet in the field



The people from the Rhineland speak a clear language (from left): Peter-Josef Paffen (Chairman of the AGCO/Fendt Management Board), Hans-Josef Hilgers and Martin Richenhagen (Chairman, President and CEO AGCO).

Hans-Josef Hilgers has been active as a member of the management board of the Raiffeisen Waren-Zentrale Rhein-Main eG since 2002 and since 2003 also as the Spokesman for the Management Board. In June 2011 he was appointed Chairman of the Management Board.

Shortly before the Agritechnica, it was announced that the RWZ Rhein-Main eG and AGCO will strengthen their successful partnership. What does that mean for Fendt?

We are an agricultural business group with a turnover of 2.5 billion euros. Agricultural machinery is one of our core competences. We have built up efficient structures, large workshops and have 100 service vehicles. Today we offer a 24-hour service seven days a week at all our locations. Those are all excellent conditions for an even more intensive collaboration with Fendt. Today we lie above the national average in market share and we believe that we will be able to continue this even more intensively now. And to also remain a reliable partner for agriculture in the

future, because it depends on technology that works. In the past, farmers could drive to any smithy for repairs. Today farmers are dependent on efficient structures like the RWZ. We have a very intensive bond to our customers, and not only in terms of technology. We offer arable farmers, livestock owners as well as wine, fruit and vegetable growers everything under one roof – from seeding to marketing – that makes us a cooperative “full-liner”. Moreover, we are the largest distributor for potatoes in Europe. We can also use these structures for Fendt.

You will be offering Fendt’s complete full-line of tractors, combines, Katana forage harvesters, balers and the new forage harvesting machinery.

What benefits do you see here for customers?

Our customers have known Fendt as a premium brand for many years. Fendt tractors are the premium tractors par excellence. We are assuming that Fendt will go premium for all the other machines, too. This way we can deliver customers the complete full-line in the familiar quality they expect.

What benefits do you, and especially your Distribution department, see in concentrating on one brand?

We have 250 branches today and provide overall support for customers, 40 of these are exclusively technology centres. By concentrating on only a few manufacturers, we will be able to offer customers an even higher level of service

Hans-Josef Hilgers has a degree in business administration and has been working at RWZ Rhein-Main eG since 2002.





Christian Seelmann (l.) is head of the RWZ business area Technology and is therefore responsible for the distribution of Fendt machinery.

expertise in our branch offices. We can offer our mechanics targeted training and put them to work in the most appropriate areas. Today we train employees an average of eight days a year and they receive their training directly on the machines. Through the specialisation and exclusivity that we now have with AGCO, these employees can concentrate on specific machines. For example, we have had a dedicated harvesting specialist just for Fendt for a year now. Christoph Freise is a specialist and can therefore provide customers with targeted consultation for harvesting products.

Continuous education and expertise – that also means that neither at the RWZ nor in general in agricultural equipment can someone work, who has not gone through a good training programme and is not prepared to learn.

You just have to walk across the Fendt stand at the Agritechnica. In the front there, for example, we now have an electric hay rake, or just look at the Fendt Katana 85. We need specialists! A romantic picture of farming no longer applies to the professional farmers of today. We have high-performance, complex machines that professionals use for their work. That is why the RWZ trains experts, e.g. service technicians. The image of a dealer with oil-smeared hands is only true to a limited extent.

Today our staff is equipped with laptops when they visit our customers. We have greatly expanded our infrastructure in the past years. This has made it attractive to work for us. Interesting jobs, modern locations and innovative technology, like that from Fendt, attract

»Fendt is a premium manufacturer up close and personal and that is important to us and should stay that way, too.«

young people.

We have an anniversary this year: 75 years of partnership between the RWZ and Fendt. Which highlights in the collaboration with Fendt, or events, do you like to look back on?

When you work together for 75 years, that is proof for good cooperation. Fendt is a premium manufacturer up close and personal and that is important to us and should stay that way, too. From the management to the sales consultants to the workshop, there is a close relationship based on trust and good cooperation. For the anniversary, however, we will not be having a celebration, but will offer a special promotion for our customers instead: we will offer 75 new Fendt 300 Vario at especially good

conditions.

And regarding the question about my personal highlights, it was our general assembly in Bonn in 2010 with 600 participants. Martin Richenhagen was slated to hold a talk. We put him on a Fendt 200 Vario narrow track tractor in front of the hall and he drove in through the centre aisle and up to the stage with it. That was really spectacular and a highlight for me.

What expectations do you have for the future for the company and the Fendt brand?

We would like Fendt harvesting to become premium, because we would like to generate sustainable market shares here. We believe that the quality is good, but we must communicate that to the customers. We know it, but customers must know it, too. To do this, we must start joint activities to bring more products into the market.

How can Fendt support you for this?

For example, we must place combines in leading farms. Furthermore, the infrastructure must be expanded here in this area: contact persons, the spare parts supply, service during the harvest, etc. Only together can we transfer the image from the tractor to harvesting products. My expectations for Fendt are really simple: we need premium products in the entire Fendt full-line portfolio. We need excellent training so that our staff

75 years of collaboration between the RWZ and Fendt: Instead of a celebration there will be a special offer for the customers regarding the new Fendt 300 Vario.



The chairman wants the RWZ Rhein-Main to remain a sustainable partner for agriculture.

can offer excellent service. We need a very good supply of parts and practical solutions in the area of smart farming.

The RWZ has driven the topic of connectivity forward, for example, with the RTK Rhineland Association (Verbund RTK-Rheinland). What other services are imaginable for customers?

We have our own GPS specialists. They drive out and provide consultation to customers that are interested in the Fendt Variotronic, for example. But the development goes much further. Yesterday, for example, our manager for plant protection was here. This topic is extremely interesting for him, too. Customers get what they need from us: From pesticides to fertiliser and naturally the right equipment to apply everything economically and ecologically.

AGCO presented the Fuse Connected Services at the Agritechnica, which will allow AGCO dealers to offer their customers even better service in the future.

As you can see, we provide all-round support to our customers – in all directions of production. We see that there is an increased need for the connectivity of machines, and between the customer and dealer as well. Data collection in the machine is provided for. And professional customers, who we already have with Fendt, already request services like fleet management or preventative

machine maintenance today. By the way, that is the biggest difference between a normal dealer and a premium dealer. In this respect, we are also a full-liner, because we want to offer our customers much more than just selling them machinery. That could be our title: “Two full liners meet in the field”.

»We not only need the connection between machines, but also between customers and dealers.«

Our last question. Let's take a look forward to 2016. What can customers expect from the RWZ?

We have been a sustainable partner for farming for many generations now. We will continue to expand our structures, invest in our places of business and our employees, and in turn our customers, to provide them with optimum support in the future.

Thank you for this interview.

This interview was conducted by Sepp Nuscheler and Manja Morawitz.



With heart and charm



Gisela Böhm has been helping out on her parents' farm since she was small.

Agricultural machinery can have its own special charm; Gisela Böhm can agree with that. The 20-year-old from the scenic Oberarnbach near Schrobenhausen feels right at home in the technical spare parts warehouse or among the men in the workshop. It's possible that it is in her genes. Just by looking at her, you can't really see that the petite farmer's daughter can manage tractors, cows and snuff, just like her grandfather did.

A great team:
Gisela Böhm and her dog Wasti



Fog over "Asparagus Country", as the region around Schrobenhausen is known. "It'll be sunny around midday," forecasts Gisela Böhm and she will be right. It quickly becomes clear that the friendly brunette not only knows about the local weather, but also about agricultural machinery. Five years ago, Gisela Böhm began her training as a wholesale and export specialist at the BayWa in Schrobenhausen. A decision that was only second choice at that time. "I actually wanted to become a nurse," she laughs. "After the first day in the hospital, however, I knew it was not for me: I just can't stand seeing blood." It may lie in the family that Gisela Böhm took a completely different path than many of her girlfriends.

As a young girl, she already drove to the BayWa on a tractor with her father

The eldest of three siblings, she grew up on one of the many farms around Schrobenhausen. Her parents Annelies and Hans Böhm run a farm with 40 dairy cows and 50 hectares of grassland and farm land, where they grow potatoes, grain and maize. Farming is therefore not only theory for Gisela, "I've basically got it in my genes," she laughs. She already worked on the farm when she was young: helped feed the animals, milk the cows and bring in the harvest. To this day, Gisela still lives on her parents' farm and has her fixed duties. "I couldn't imagine any other life," she says. She likes to reminisce about how she already drove to the BayWa as a little girl with her father and then went on a discovery tour there. "One time, after a lot of searching, they finally found me in the warehouse."



Friends with Wypos the steer.



Gisela Böhm already got her tractor driver's license when she was 16 years old. She can drive all tractors with it. Here with her own Fendt 312 Vario.



Gisela's younger brother Johannes is also a big Fendt fan and already works in the family-run farm.

"We can count on our Gisela"

Today the adventurous young woman cannot get lost on the BayWa premises anymore. Gisela Böhm strides confidently over the tidy, spacious yard, points to harvesting machines that are for sale and to the shiny, bright Fendt tractors in the entrance area. She knows her way around here as if it were her second home. The 20-year-old is actually on holidays this sunny autumn week, but she visits her workplace briefly to say hi to colleagues and helps handle urgent requests. "We can always count on Gisela 100 percent," says her colleague Gabi Brömme, who works in warranty processing. She and Gisela Böhm are the only female employees at the BayWa Schrobenhausen – and a really good team.



Gisela's loyal companion: Sepp, her Jack Russell.

Award-winning trainee

The young woman describes her work with agricultural machinery as varied, like work on the farm. "No day is like another," she laughs. Dealing fairly with her customers and colleagues is important to Böhm. No matter if she is processing orders, documenting working procedures, sorting parts for the warehouse or sending them to customers – she is absolutely reliable. She completed her three-year training with honours and received the "Young Dealers Trophy" sponsored by a campaign for promoting young talents in the agricultural machinery trade. As one of six winners, Gisela Böhm visited a five-day training camp on Ibiza in 2013. Flights to faraway places are usually not her thing. She finds her balance to work outside in nature and with her animals. "After a day at the computer, I really look forward to a walk with the dogs," she says. Now that they have arrived at the farm, the two dogs always stay close by her side. The Jack Russel and her offspring are romping around like wild, until a pair of crows flies onto the neighbouring field and attracts their attention. The two dogs dash off to chase the crows. Gisela Böhm walks to the cow barn without

the dogs. There she looks after the steer Wypos, who greets her friendly. Gisela already fed him, the German Simmental are satisfied and are standing in their places busy chewing.

Fendt in fourth generation

Three Fendt tractors, which are housed next door, are a part of the life on the Böhm's farm. Gisela Böhm says that her great grandfather already bought the first Fendt tractor in 1965, it had a proud 24 hp back then. Since then a total of 15 Fendt tractors have been in operation for the Böhms. Today they have a 210, 309 and 312. Hans, her father, comes and stands next to his daughter. He does the accounting for his machines and usually repairs them himself, since he is a mechanic by training. And Hans Böhm has passed on his loyalty to the Fendt brand to his children.

Just like the love for agricultural machinery, Gisela Böhm also inherited a very special passion from her grandfather, one that is not very lady-like and a real Bavarian specialty. She is a member of the Schnupfclub Dettenhofen (snuff club) and inhales snuff with



Agricultural machinery has its own special charm; Gisela Böhm's colleagues can confirm that regarding their friendly BayWa co-worker. (from left) Gabi Brömme, Franz Bauer, Martin Schäfer, Anton Schmidmeir, Daniel Kneißl, Georg Wenger and Valentin Feigl.



The commercial clerk at her workplace in the BayWa Schrobenhausen.

gusto during competitions, just like her grandpa Alfred Böhm. Asked about this, the slim young woman just laughs and pulls up the zipper to her jacket. It is noon. The sun has made its way through the fog, the dog is back at her side and now it is finally time for a long walk.

Fendt Former 12555 X. The future is electrified.

Fendt has many years of research experience in the area of electric drive technology. In 2013, the agricultural equipment company presented its Fendt X-Concept project, the first results of a Fendt tractor which, in addition to the hydraulic connections and the PTO, also has a high-volt connection. Now, at the Agritechnica 2015, Fendt is the first manufacturer to present a hay rake with an innovative integral electric drive. It has an electric motor integrated directly on the rake socket.



Agritechnica 2015: The Fendt Former 12555 X was demonstrated to visitors together with the X-Concept tractor.



The rotor is integrated in the existing housing of the rake socket as an external rotor.

In 2001, Fendt already recognised the potential of electric drive technologies and began intensive research work, at first on an electric tractor ground drive. The goal was to develop electric machines and matching power electronics and an electric safety concept suitable for mobile use. These included thoughts on how the electric power generated by an e-tractor can be transferred optimally to the implement. The hay rake now being presented, the Fendt Former 12555 X, is supplied with electricity by a 700 Volt direct current interface specified by the AEF (Agricultural Industry Electronics Foundation) and has an electric integral drive for each rotor.

Electric drives are environmentally friendly

Fendt developed an exceptionally efficient torque motor for the Fendt Former 12555 X, which is integrated in each rake socket. Separate housing, bearings and gearbox are not required. Every motor is independently regulated via its own power electronics. In addition to numerous benefits for the opera-

Electric: Significantly lower maintenance effort and wear.

tion, adjustment and servicing of the Fendt e-hay rake, electric drives are more environmentally friendly than mechanical implements. This is apparent in its efficiency-optimised operation, which saves fuel – and therefore costs – and reduces the danger of grease and oil contaminating the fodder and environment.

Separate speed regulation in each rotor

Electric drives are simple, dynamic, can be regulated highly precisely and have numerous advantages over the conventional hydraulic and mechanical drives on hay rakes. For example, mechanically driven rotors cannot be regulated independent of each



other. On the Fendt Former 12555 X, however, it is possible to adjust the speed on each rotor separately – independent of the engine and ground speed of the tractor. This makes it possible to react quickly and individually to the different structures of the forage crop.

Another advantage of the Fendt Former 12555 X is that it requires significantly less maintenance effort and causes less wear, since, for example, the electric implement does not have joints that need to be greased and does not have any gear steps. Unique is also that each rotor can be stopped quickly and individually, for example, at the headland. This significantly reduces hazards for persons and machines. Additional cooling of the motor is not required.



You will find more information at www.fendt.tv

FENDT FORMER 12555 X

The Fendt Former 12555 X, a four-rotor hay rake with a working width of 12.50 m, four rotors and twelve double tines, will be available on the market at the end of 2016.

Load variably and effectively.

Fendt presents the Fendt VarioLiner with the unique loading system Fendt QuattroFill for the first time at the Agritechnica 2015. The Fendt VarioLiner stands for variable use as a loader or transport wagon for silage. The innovative wagon was developed in collaboration with the Technical University Dresden and the Maschinenfabrik Stolpen GmbH.



Agritechnica 2015: The Fendt VarioLiner 2440



Important objectives during the development of the new Fendt VarioLiner were to lower specific energy consumption and increase productivity. An especially high throughput with the lowest power requirement possible as well as high crop removal and transport capacities were explicit design objectives.

Higher output with lower power requirement as well as high crop removal and transport capacities.

To achieve these, the crucial components of conventional loader wagons had to be redeveloped, adapted and improved. The result is the unique loading system Fendt QuattroFill. It comprises a pick-up with intake auger, a spiral rotor with cutter, a lowered scraper floor and an automatic movable back wall.

Pick-up and rotor for perfect quality of cut

The hydraulically driven pick-up has a width of 2000 mm (DIN 11220) with a baffle diameter of 310 mm. Tine guidance is not controlled and the tines are offset. This guarantees a more uniform crop intake and distribution to the rotor and smoothes out torque peaks.

The hydraulic drive permits the rotational speed of the pick-up and the intake augers to be decoupled from the rotor. This guarantees adjustment of the pick-up speed to the amount of fodder. The intake augers on either side of the pick-up guide the crop optimally to the new rotor. The rotor can accept a more uniform, and also higher, load: this distributes the forces acting on the knives uniformly and improves the quality of the cut.

The new spiral-shaped rotor on the Fendt VarioLiner is the narrowest rotor on the market. Its outer width is only 1200 mm with a diameter of 920 mm. This very narrow design prevents up to 33 percent of the energy loss that would usually arise through the friction of fodder mass between the rotor tines and the cutting floor.

The 9-row rotor is also maintenance-friendly and very smooth running thanks to its segmented, bolted construction. The long rotor tines with a 22-mm pressure surface, ensure a high, effective swallowing capacity. The reduced number of tine engagements per litre displacement, improves the quality of cut and minimises friction losses.

The cutter has 29 knives and will have an automatic sharpening system. The theoretical cutting length is 35 mm. The driveline is constructed for up to 2500 Nm and the knives are individually protected with pressure springs.



The new Fendt full-line programme:
Fendt tractors with mowers and Varioliner in grassland.

The baffle plates on the front wall for the fodder flow ensure the crop is distributed over the entire width of the loading space. The Fendt Varioliner is thus filled uniformly and effectively.

Scraper floor and movable back wall for optimum loading

The scraper floor of the new Fendt loader wagon is lowered behind the rotor. Energy losses, which usually arise through the silage acting on the rotor, are minimised and the structure of the fodder remains

The Fendt Varioliner is ISOBUS controlled and monitored as standard specification.

intact. The additional space also increases the loading volume. The movable back wall creates a wider loading volume, and especially a higher loading density. The wall is moved by the scraper floor. At the same time it also functions as a passive back wall. No additional hydraulics for controlling the wall are required. The back wall ensures uniform loading of the wagon over the entire length, since the fodder

cannot fall towards the back when loading the wagon. According to studies carried out by the TU Dresden, this can increase transport efficiency by 30 per cent.

A collecting pan below the scraper floor ensures that no harvesting residue can fall onto the ground or road when moving the back wall. When unloading the Fendt Varioliner, the contents of the pan are automatically emptied onto the silo.

The Fendt Varioliner is ISOBUS controlled and monitored as standard specification. It can be conveniently controlled using the Varioterminal and joystick. The speed of the pick-up adjusts itself automatically to the ground speed of the tractor via the ISOBUS. Together with Fendt tractors, the wagon has a high crop removal capacity, since speeds of 60 km/h are possible. The entire loader wagon was designed for an optimised payload and ease of maintenance.

It will be available in two versions for the harvest season 2017 in Germany.

You will find more information at www.fendt.tv



Visitors could look inside to the movable wall through the acrylic glass pane.

FENDT VARIOLINER

The Fendt Varioliner 2035 is designed for a total weight of 20 tonnes and 35 m³ loading volume (DIN 11714).

The model Fendt Varioliner 2440 is approved for a total weight of 24 tonnes and 40 m³ loading volume (DIN 11714).



Besides the Fendt 1000 Vario, the Fendt Varioliner is the other visitor attraction at the Agritechnica 2015.



Fendt tested: The Fendt 720 Vario is the best in its class!

The German agricultural magazine *Top Agrar* (11/2015), in collaboration with European partner magazines, carried out a comprehensive, three-part comparison test of six 200-hp tractors.

The results of the independent press is clear: the 720 Vario is the Number 1 in the European comparison with the best overall result for all areas. The differences to the competitors also become clear (see table below).

It faces the comparison

The 720 Vario is by far the best tractor of all the tested models in the sum of all the qualities. Fendt clearly leads in six of ten criteria, in two criteria it is amongst the top. It also wins in the cost comparison. It has the lowest operating costs for diesel and DEF and, with 859 Nm, it has the highest absolute torque of all the test candidates.

Its 6.2 t payload is more than 2 t higher than that of the other tractors in its class.

It also has a clear lead in manoeuvrability: with 11.23 m compared to the 12.65 and 13.03 of the other competitors.

And how do things look for the test criteria?

The Fendt 720 Vario also took first place regarding the cab, electronics (Variotronic), ergonomics as well as workmanship. Our customers also appreciated the ride comfort and handling.

You will find more on independent tests at www.fendt.com

Here you can read, for example, what the trade journalists had to say about the Fendt 800 and 900 Vario series.

Rating test team Issue 11/2015	Case IH 175 CVX	Fendt 720 Vario S4	MF 7220 DynaVT	NH T7.230	Valtra T 214 Direct	Factor
Quality of workmanship	2.5	1.5	2.5	2.5	2	2
Cab/ monitor/ ergonomics	2	1.5	3	2	2.5	4
Engine	2	2	2	2	2	3
Transmission/ shuttle gears	2	1.5	3	1.5	3	3
Rear linkage	3	2.5	1.5	2.5	2.5	2
Hydraulics (equipment/capacity)	3	1.5	2	2.5	2	3
PTO	3	2	2	2	2.5	2
Drive train	2	2	2	2	1.5	1
Handling	2	1.5	3	2.5	2.5	3
Ride comfort	2	1	1.5	2	2	2
Weighted point totals 1=excellent; 5=poor	2.3	1.7	2.4	2.1	2.3	2.2

(Source: agricultural magazine *Top Agrar* (11/2015))



Fendt had the best Agritechnica stand – and we weren't the only ones to think so

“AGRI-EXPERTS” carried out an independent survey amongst the visitors at the exhibition on behalf of agrarheute.com. Besides attractive giveaways and the nicest exhibition hostesses, the main focus was on competent consultation through the stand personnel. Now, a good two weeks after the exhibition, the final results have been announced: visitors voted the Fendt stand as the best.

“In terms of consultation, exhibition hostesses and the best giveaways, Fendt ranked far ahead of the competition,” says agrarheute.com.

“It depends on the overall presentation, and the most critical and honest judgements come from the visitors themselves,” says Peter-Josef Paffen, Chairman of the AGCO/Fendt Management Board, about the excellent rating. “Our 130 stand employees have

done an exceptional job, a whole week long. I would also like to thank all the Fendt colleagues, who worked on the preparations for the exhibition and in the background, who enabled us to present ourselves so well at the Agritechnica.”



»It depends on the overall presentation, and the most critical and honest judgements come from the visitors themselves.«

Peter-Josef Paffen,
Chairman of the AGCO/Fendt Management Board



Fendt remains the most popular tractor brand 2015

In the current DLG Image Barometer (DLG Mitteilungen 12/15) and Agrartrend Image Barometer 2015 (Landwirt 11/15), Fendt once again proves its position as the best tractor brand for German and Austrian farmers.

“Building up a positive image is hard work,” says Peter-Josef Paffen, Chairman of the AGCO/Fendt Management Board. “And maintaining this excellent image over many years is the actual achievement. For this reason we are very pleased that our brand, our products and therefore for our work, received recognition in two independent surveys of farmers again this year.”

DLG Image Barometer 2015

In the annual survey carried out by the German Agricultural Society (Deutsche Landwirtschaftsgesellschaft, DLG), more than 700 leading farmers from all over Germany were surveyed in August and September. The clear result: Fendt is the image leader in Germany

Rank	Company	2014 (Brand index points)
1	Fendt	60.58
2	Claas	56.21
3	John Deere	51.33
4	Amazone	49.90
5	Lemken	49.34
6	Horsch	40.76
7	New Holland	39.17
8	Deutz-Fahr	38.41
9	Case IH	37.13
10	Kuhn	36.97

(Source: DLG)

The number of points is made up of equal parts brand awareness, current and future use, satisfaction and preference as well as image, innovation and communication.

Rank	Brand	Mentions in %	Rank comp. 2013/2015
1	Fendt	77.0	0
2	John Deere	62.0	0
3	Deutz Fahr	38.1	0
4	Case IH	33.8	0
5	Claas	30.1	0
6	Steyr	25.6	0
7	New Holland	25.3	0
8	Massey Ferguson	21.6	0
9	Valtra	15.9	0
10	Lindner	12.3	1

(Source: agrarrend.at, Landwirt)

again. For the 16th time in a row. The DLG says: “AGCO/Fendt from Marktoberdorf was able to claim the top position in the chart with remarkable continuity in the past years, and with quite a margin ahead of all the other agricultural equipment manufacturers. In terms of the age of the surveyed farmers, it was also clear that Fendt could claim the top position in nearly all age groups.

Agrartrend Image Barometer 2015
Further confirmation for an excellent image comes from the Agrartrend Image Barometer 2015. This online survey is carried out every two years. German and Austrian farmers are asked about the image of various agricultural equipment companies. More than 2,400 farmers rated various brands from July to September 2015. The result: “Fendt continues to be the top tractor brand in Germany,” says the magazine *Landwirt*. Some 77 percent of the 2,400 farmers have chosen

Fendt the Number 1 again in the category “Tractors”. Here Fendt scored the most points in the areas “Quality” and “Appeal”. “Fendt also takes an undisputed position at the top in Austria in terms of the most popular tractors,” confirms the trade journal *Landwirt*. Austrian farmers also gave the quality of the Varios a top rating.

FOCUS now available as an APP for tablets

Experience the Fendt Focus magazine interactively. Read exciting reports, informative interviews and entertaining stories from all around the world. Learn about the latest Fendt technology and watch the corresponding videos.

You can download each issue of Fendt Focus onto your tablet. Then that Fendt Focus issue can be read offline.

Have fun reading and watching.

You will find the new Fendt Focus in the Google Play Store for Android devices and in the App Store for iPads.



»I said to myself:
I am doing fine!«

Beaming, Maik Naef from Lohn in Switzerland explains that he would like to drive a tractor the whole day long: with a Fendt 513 Vario that is equipped with a tractor lift. Since his serious accident, he has been paralysed from the chest down and cannot get up into the cab without this kind of assistance.



Maik Naef has been confined to a wheelchair since a serious motorcycle accident.

It happened in autumn three years ago. "I was on my way home from work and wanted to visit a colleague to discuss the silage work for the next day. Since he wasn't there, I made my way home with my motorcycle. As I turned the corner, he came right at me with the maize harvester and I banged against the harvester with my back. Since then I have no feeling or functions from the chest down," explains the 21-year-old. Regarding the question about how he manages when life is suddenly no longer the same, he says calmly: "Well, in the end, you can't change it," and then he continues: "When I was in the hospital after my accident, I met many people who were in

Thanks to the tractor lift from mobiTEC, Maik can get into the cab of the 500 Vario without requiring any assistance.



worse shape than I. So I said to myself: I am doing fine! I can do everything by myself and I do not need any help, not even at home. I can even drive a car." Maik drives about 45,000 km a year; often with friends. For example, to the Agritechnica in Hanover in November.

Enthusiasm for farming has remained

Because his passion and the enthusiasm for farming has remained. "I have been working on the farm of my colleague, who has been a good friend since I was 14. Right after work, I jumped into my work clothes to get to the farm as fast as possible. I often worked in the tractor well into the night. For me there was nothing more restful than driving across

Be, and stay, independent

the field with a plough, for example. It has something calming about it, you have time to think about things." So, when he read about a 500 Vario online, which Fendt had equipped with a tractor lift from mobiTEC, his ears perked. "I thought: It doesn't cost anything to ask and made an appointment with the farmer that tested the tractor. He immediately said that the tractor would be free the next week and I could have it."



Maik still loves to drive tractors today.

Working independently thanks to Vario

"I have tried to spend as much time as possible in the tractor." Maik had never driven a Fendt before. But it quickly became clear that a Vario offers the ideal conditions for drivers with physical handicaps. "You can control everything per hand with the multi-function armrest. We only had to make a small conversion. We designed a brake lever, so that I can also brake mechanically." The two weeks in which he could drive the tractor were over quickly. His resume: "A Fendt can be converted with minimum effort, so that you can work independently, even with a physical handicap."

Be, and stay, independent. That is what Maik would like to be in the future and is looking for a new job. He is currently working as a trainee at the subsidiary of the GVS Agrar AG, the Agrar Landtechnik AG in Balterswil, where he does various kinds of office work. He was trained as a production mechanic. "Before my accident, I worked at a company that repaired forklifts. At that time, I always laughed about the people in the offices and now I'm one of them myself," he grins. "It is not easy to find a career where you are still happy after ten years. What I would like the most is to continue my education as an agro technician, so that I can sell agricultural machinery," he says, explaining his future plans. If you see the joy of life and the satisfaction that Maik radiates, you can't help but respect him and wish him all the very best for these plans and his future.



Save time and costs with Fendt Variotronic

In order to meet the growing demands of farming in the future, agricultural enterprises are relying more and more on precision farming. These solutions include the Variotronic operating interface, which includes the applications VarioGuide, VarioDoc Pro, SectionControl, Variotronic^{TI} automatic and ISOBUS. Heiner Müller, farmer in Rommerskirchen, and Joachim Pfannstiel-Wolf, Managing Director of the Leyen-Nesselrode GbR and the Land Expert Dienstleistungen OHG, have good experience in practice with the cutting-edge technologies from Fendt.

Using VarioGuide for planting potatoes, the left machine combination leaves one track free every 36 m for the 36 m wide plant protection sprayer. The right tractor on the field drives exactly between the previously planted rows.

Sometimes everything comes at once. Because the crisp factory needs fresh potatoes right now. And after a long period of waiting, the weather is finally right for planting the potatoes for the next harvest. During this time, all the working procedures must work smoothly, all hand movements must sit right and the modern agricultural machinery must be ready for operation. Heiner Müller took over his parents' 250-year-old farm in Rommerkirchen, Rhineland, in 2005. "I'm a

»Through the use of Section Control, I save 6–7% on pesticides, fertilisers and seeds.«

farmer with heart and soul. I was born with it," he laughs. His farm is especially busy today. The potatoes for the production of crisps not only have to be a certain size and quality. They must also be washed and the stones and green potatoes must be sorted out. The young farmer employs a permanent staff of four as well as one trainee and three seasonal workers. Some of the workers are still outside on the field 5 km away planting industry potatoes. Besides these, sugar beets, oil-seed rape, winter wheat and maize are also in the crop rotation of the farm. This all has to be managed properly. Time is the scarcest factor.



Heiner Müller with his sons Franziskus and Cornelius in the farmyard in Rommerskirchen.



Farmer Heiner Müller (left) and Michael Zumfeld, AGCO ATS Product Engineer, talk shop in the field on which potatoes will be planted using VarioGuide RTK and SectionControl.

RTK CORRECTION SIGNAL

RTK stands for "Real Time Kinematic" and is optimally suited for driving and steering with GPS accuracy in farming operations. In addition to the GPS signal, a tractor fitted with VarioGuide RTK can receive RTK correction signals from the mobile internet to correct pass-to-pass accuracy. These have a pass-to-pass accuracy of 2.5 cm.



Six to seven percent savings in costs.

Two machine combinations of Fendt tractors and planters make their rounds precisely on the good soil. They leave perfectly straight dams behind them. A track for the pesticide sprayer is produced in spacings of exactly 36 metres. The data for this was entered in the Fendt terminal beforehand. "We use the VarioGuide automated steering system with RTK accuracy, for example, to plant potatoes accurately and straight. That greatly reduces the tractor operator's workload. The tractor automatically drives in the right track, so that the oper-

ator can direct his full attention to the implement. "For this reason, we can optimise the use of our machine and even work at night during peak times," says Heiner Müller explaining his use of the automated steering system, with which he no longer needs to turn at the edge of the field. Instead of having to turn at the headlands, the machine combination drives an arc and creates the next bed with the exact pre-calculated spacing. Of his four Fendt tractors, the 718, 720 and 824 are equipped with VarioGuide and two of them are also equipped with SectionControl. "Through the use of SectionControl, I save between six and seven percent on pesticides, fertilisers and seeds," he comments. The automatic SectionControl saves working time. At the headland, it takes over switching the sections on and off as soon as there is any unwanted overlapping. That minimises overlapping at the headlands when sowing sugar beets with the precision seeder or when planting potatoes. In the past, the extra plants had to be removed by hand.

Easy data transfer per USB stick

When the ground is frozen in the winter, Heiner Müller drives over the field and records the field boundaries and waylines via GPS (Global Positioning System) and the RTK correction signal.

Heiner Müller's beet field, which was drilled three weeks ago. No duplicate rows have been sown. SectionControl at this accuracy level for individual grain drilling is only possible with an RTK correction signal.



Then, when the field work begins in the spring, he simply transfers these to other terminals via USB stick. Pesticides and fertilisers can now be applied with the highest possible precision. The ISOBUS implement control integrated in the Variotronic operating interface on the Fendt terminal informs every ISOBUS-capable potato planter exactly where the rows are located. The ISOBUS interface is not only the decisive connection to the implement for the Fendt Variotronic. "We can also place up to ten functions from the implement onto the multifunction joystick. To

The automatic SectionControl takes over switching the sections on and off as soon as at the headland.

do this, we simply go to the ISOBUS settings in the terminal. This allows even easier operation of the machine," says Michael Zumfeld, AGCO ATS Product Engineer, pointing at the Fendt terminal. He provides consultation and support for AGCO dealers and distributors, but also users, in all questions concerning the Fuse Technologies and Fendt Variotronic strategies. Today he has made a pit stop at Heiner Müller's.



Planting carrot seeds with VarioGuide RTK and VarioDoc Pro at the Leyen-Nesselrode GbR near Grevenbroich.

He aptly takes advantage of the benefits of the systems. "We use the data from the VarioGuide guidance system to harvest the potatoes later," he explains. To make sure that his operators always have the latest version of the software and are up to date with other new technical features in precision farming, they attend a training programme, which is offered once a year by the Fendt distributor RWZ Technik Rommerskirchen.

2.5-cm RTK accuracy

"Not only our customers' staff are brought up to date on the latest state of the technology. Our sales consultants for GPS technology also attend training twice a year. In the meantime, we do online or video training together with Fendt," explains Frank von Ameln, Managing Director of the RWZ-Agrartechnik-Zentrum Rommerskirchen and Chairman of the RTK Association Rhineland. An accuracy of up to 2.5 cm is possible with the RTK correction signal. The correction data are sent via radio relay system or mobile network. "Everything works very well with Fendt and the proprietary Fendt terminal. The ISOBUS-capable implements can be connected with the

RTK-VERBUND RHEINLAND EG

The RTK-Verbund Rheinland eG, headquartered in 41844 Wegberg, North Rhine-Westphalia, was founded in 2011. Founding member and the Chairman is Frank von Ameln. The network comprises five agricultural machinery dealers, two farmers and currently provides support for more than 100 customers, who receive the RTK correction signal through 15 base stations with eight repeaters. Transmission is via radio relay or mobile network with an RTK accuracy of 2.5 cm. (www.rtk-verbund-rheinland.de)



Frank von Ameln, Managing Director of the RWZ-Agrartechnik-Zentrums Rommerskirchen, in front of the main building of the Fendt distributor. In the past four years, the RWZ sold about 100 Fendt VarioGuide RTK automated steering systems in the region around Rommerskirchen. The number sold in the entire RWZ sales territory, however, is much higher.



Work is easier with the VarioGuide automated steering system: Sascha Boeken can concentrate fully on the implement, the Fendt tractor still remains on track.



Martin Bellen keeps checking the measurements. The drill machine is set to maintain a distance of 4 cm between three seed rows on one dam.



Martin Bellen weighs and measures in the field. Some 3.1 million carrot seeds must be sowed per hectare.



From the field directly to the PC: Farm manager Joachim Pfannstiel-Wolf receives the completed job from Sascha Boeken, operator of the Fendt tractor equipped with VarioDoc Pro.

Fendt terminal via the ISOBUS socket," says von Ameln. According to his information, the RWZ Technikgruppe Rommerskirchen sells about 130 Fendt tractors per year. Nine out of ten Fendt tractors sold in the 500, 700, 800 and 900 series are ready for GPS. Of these, more than 50 percent are equipped with a full version RTK VarioGuide. In this region, the RTK accuracy is primarily used for cultivating vegetables, potatoes, sugar beets and maize.

Precision work: sowing carrots

Only 10 km away from Heiner Müller's farm, Joachim Pfannstiel-Wolf in Grevenbroich has dedicated himself to vegetable growing. He is the managing director of two companies, the agricultural enterprise Leyen-Nesselrode GbR and the service provider Land Expert Dienstleistungen OHG. It is the end of May. Today the last areas are to be sowed with carrots. That is why the field looks like an open-air laboratory right now: Martin Bellen is handling measuring cups, scale, tables,

tape measure, pencils and slips of paper. Because exactly 3.1 million seeds are required per hectare. The two seed drills need to be adjusted precisely. Each machine plants seeds on four dams that lie 75 cm apart. Operator Martin Bellen climbs down from his Fendt 720 Vario, measures, weighs the seeds, writes down the amount per row and adjusts the sowing disc on the seed drill. Until the position of the seeds is just right. Because seeds are expensive. Around 1,200 euros/hectare. The GbR has 70 hectares of carrots under contract for a super market chain. The carrots are only allowed to be 2.8 cm at the most. They are therefore planted into the ground relatively late.

Because all four of the company's Fendt tractors, two 930, one 936 and one 720 Vario are equipped with this technology. "We use VarioGuide with headland management and VarioDoc Pro for all our cultures. We are very satisfied with it and can save both costs and working time," explains Joachim Pfannstiel-Wolf. It really pays off, because in the region he cultivates a total of 1,200 hectares in eight locations with three employees and one trainee. Major cultures are winter wheat, oilseed rape, barley, sugar beets and vegetables. He uses VarioGuide and the RTK network in all locations with the help of the RTK base stations distributed throughout the Rhineland. That saves costs.

Work is fun with Variotronic

The VarioGuide RTK guidance system and the professional documentation system VarioDoc Pro from Fendt bring welcome relief from concentrated measuring work. The three operators, Martin Bellen, Sascha Boeken and Manuel Maaßen are visibly having fun using them. It is not only his

»The automated steering system is a real help when you have to keep the implement in view all the time.«

enthusiasm for agricultural machinery that allows them to handle the electronic assistants so easily. It is the regular training on the farm or at the RWZ Rommerskirchen that brings the young men up to the latest state of technology.

Every second a signal from the RTK station

"With VarioGuide RTK, driving is more relaxed. The automated steering system is a real help when you have to keep the implement in view at all times. The nearest RTK station is eight kilometres away in Rommerskirchen. I receive a signal every second, if I am driving in the right track" explains Sascha Boeken, who uses a grubber before drilling the carrots on the dry field, to expose moister soil. When a job is completed, he sends the results from the Fendt terminal in the tractor directly to the computer in the boss's office via VarioDoc Pro and a mobile radio map. Then he receives confirmation on the terminal. If the data for the machine changes, this information is sent from the office computer to the Fendt terminal. That makes documentation much easier. Gone are the days when handwritten scraps of paper ended up in the office after finishing the field work.



The machine combinations each pull four dams with carrot seeds precisely with VarioGuide RTK.



Smart in the field

The next-generation VarioGuide guidance system with two new receivers, offers absolutely reliable guidance independent of local circumstances. For the start, the further development will be for the PowerPlus and ProfiPlus variants, which will be available for the Fendt 800 Vario, 900 Vario and 1000 Vario tractor ranges starting 2016. Fendt has also expanded its Variotronic operating concept with new functions. This includes the application rate control "VariableRateControl (VRC)".



Agritechnica 2015: Besides iron and steel, many customers were interested in the electronics and assistance systems.

Open systems, more choices:

The new VarioGuide

The VarioGuide automatic guidance system facilitates operators' work with the tractor, day and night and over a long period of time, so they can direct their full concentration on the implement. With the convenient automatic new VarioGuide, Fendt offers customers even more functionality and dependability. A reliable supply of correction signals enables failure-free functioning of the guidance system under difficult reception conditions and when there are obstructions.

Furthermore Fendt uncouples the unit comprising the GNSS receiver (Global Navigation Satellite System) and navigation controller, which most providers usually keep together. Physically separate from each other, the receiver gets the GNSS correction signals and passes the corrected GNSS position on to the navigation controller. This separation lets customers choose the receiver use. The goal is to offer the best possible and most attractively priced choice of receivers.

The right receiver for the operation:

NovAtel and Trimble receiver

In the new generation VarioGuide, users remain in their familiar and well-known VarioGuide environment. The receivers are controlled with the Varioterminal as usual; control is identical for both receivers. The less expensive NovAtel receiver is the entry-level version with EGNOS/WAAS accuracy. An upgrade to RTK (radio & NTRIP) is possible. The "fill-in time" when there is an RTK outage is up to 60 seconds with the NovAtel receiver.

The Trimble receiver is equipped with an expanded scope of functions. The entry-level version, like the NovAtel receiver, also offers the correction services EGNOS/WAAS and additionally RangePoint™ RTX. The RangePoint™ RTX subscription is free of charge in the first year of use. The Trimble receiver can also be upgraded with RTK accuracy and offers additional correction services such as Center Point RTX, Center Point RTX < 5 min. or RTK correction via radio transmission or NTRIP mobile network. An additional advantage of the Trimble receiver is that it has a considerably longer "fill-in time" of up to 20 minutes in the event of RTK outages.

Both the NovAtel as well as the Trimble receiver can be integrated in the existing VarioGuide architecture



Depending on the requirements, Fendt customers can decide between different GNSS receivers, e.g. the Trimble receiver can also receive the encoded Trimble RTK signals.



VariableRateControl (VRC) provides the opportunity to work up to 5 application maps at once, e.g. when spraying.

with the new VarioGuide ready kit. On ProfiPlus machines, existing systems on the Fendt 500-900 Vario series can be converted to the new VarioGuide system.

Customers can choose an individual receiver solution. One that is tailored to their needs.

In practice, the advantage of open systems lies at hand. Customers can select individual GNSS receiver solutions, which are optimally tailored to their requirements. It can use already existing RTK infrastructures and has absolutely reliable guidance – tailored to meet its exact operating requirements.

PowerPlus for the Fendt 800, 900 and 1000 Vario tractor series

The PowerPlus variant is now available for the tractors in the Fendt 800, 900 Vario and 1000 Vario series. It offers preparation for guidance with 7" terminal. For this version, the NovAtel and Trimble receivers are available with all accuracy levels.

The application rate can be controlled variably: VariableRateControl (VRC)

Variable Rate Control (VRC) enables site-specific farming of areas. Variable Rate Control is another electronic solution from Fendt, which offers customers support, saves operating inputs and reduces yield losses.

VRC is a new, additional function, which can be retrofitted on all ProfiPlus tractors (Fendt 500 Vario to

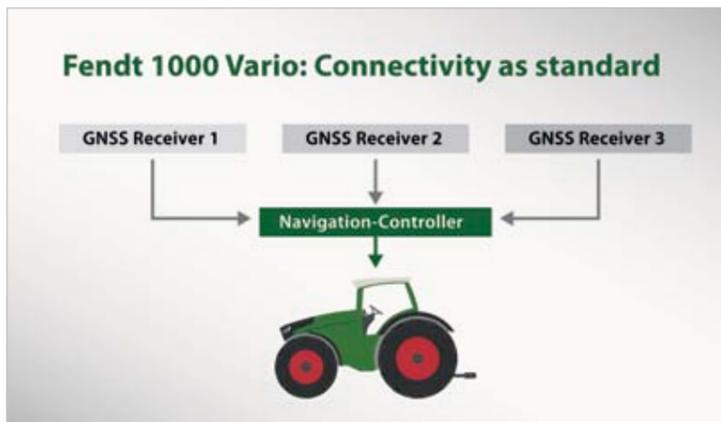
Fendt 1000 Vario series) with VarioGuide Standard or higher starting with the Agritechnica 2015. The retrofit or activation is similar to SectionControl or VariotronicTI auto. Mandatory for Variable Rate Control are the proprietary Fendt documentation system VarioDoc Pro, automatic SectionControl as well as an ISOBUS-capable implement with the "TC-GEO" standard.

To use Variable Rate Control, an application map based on yield maps must be created for a specific area using the field management software. A job is created in ISO-XML format with the aid of the field record. The application card is saved in addition to the job details (e.g. area name, farm, etc.). The job is transferred to the Varioterminal in the tractor either per mobile network or Bluetooth.

The operator calls up the job in the VarioDoc Pro menu on his terminal. After the job is started in VarioDoc, the area can be driven with the tractor and



VRC: The job is transferred to the Varioterminal in the tractor either per mobile network or Bluetooth.



Unique: Since the receiver and navigation controller are separate, Fendt customers can now choose which GNSS receiver they want.

application implement. Depending on the position of the tractor, the Varioterminal transfers the application rate to the application implement. This adjusts the application rate accordingly. Crucial for dosing is the position of the tractor in the field or on the application map.

Accurate after only one track: Fendt SectionControl Assistant

Due to the distance between the GNSS receiver and application implement, it is necessary to optimise the switch-on and off time points manually when using automatic section control or at the headlands, e.g. when sowing maize or sugar beets. Fendt developed the SectionControl Assistant for setting these correction values.

For example, if the operator determines that the Fendt Section Control switches off the sections too early on the first track and an untreated gap was created, he enters this information into the menu. In the following dialog, the operator enters the size of the gap that has been created as well as his ground speed. The switch-off time of the implement is now automatically adjusted for all sections. The operator already receives an optimal result on the second track. The data can be saved and called up again for later operations.

For farmers, the advantages of the Fendt SectionControl Assistant lie in the precise work results, easy and intuitive handling, but, most of all, in the reduction of operating inputs used, the optimal application of pesticides, fertilisers, seeds, etc. and therefore, in the end, also in maximum protection of the environment.

A look into the near future: VarioGuide contour segments and wayline converter

Working time is a value asset for every farm manager today, because time also means labour costs and worked area. Fendt has therefore been pursuing two technical solutions that help customer save working time.

VarioGuide Contour Segments

Up to now, when using an automatic steering system, all waylines in a field had to be created, named and saved separately. When working, each of these waylines had to be called up manually multiple times. For example, when planting maize, 25 individual time-consuming actions were required on the terminal up to now. The new function VarioGuide Contour Segments makes recording and selecting the waylines significantly easier and much more convenient. All relevant waylines will be calculated together to one clear unit and there will only be a maximum of eight individual actions required. Changing between the waylines, e.g. lengthwise track to the headland, is done automatically.

Wayline converter

Today, many customers own steering systems from different manufacturers. Despite this, they would like to use the same waylines and field boundaries on all machines. Contractors receive waylines and field boundaries from their clients, however, they often use different steering systems.

**Through the use of waylines,
farmers can profit from a
considerable reduction in working
effort and operating input costs.**

The difficulty for customers up to now was that all manufacturers of GNSS based steering systems today use different formats for exchanging geodata. As a result, waylines and field boundaries are not compatible between different manufacturers. Through new requirements, however, such as for strip till or controlled traffic, the significance of this data exchange is growing. Fendt relies on a web-based wayline converter, which can process existing, manufacturer-independent data formats. Through the use of manufacturer-independent waylines, farmers and contractors can profit from a considerable reduction in working effort and operating input costs.

The wayline converter is expected to be available to customers at the end of 2016.

Ideal ballasting and optimal tyre pressure



The right tyre pressure is a topic that Fendt has been pursuing for a long time. With VarioGrip, Fendt is the only manufacturer up to now that offers a fully integrated tyre pressure regulation system directly from the factory. To assist professional farmers, contractors and machine operators, in choosing the right ballast and in setting the correct tyre pressure, Fendt has now developed a new assistance system Fendt Grip Assistant for the 1000 Vario series.

Studies in practice show that tractors tend to carry too much ballast, because operators have no access to information about the dynamic axle loads during field operations with implements and in complex agricultural environments there is a tendency to add too much ballast in cases of doubt, just to be on the safe side. That increases rolling resistance in the field, the soil is compacted and excess weight must be moved when driving on the road. In regard to tyre pressure settings, common pressure tables, operating manuals or apps can only treat the concrete field operation and the various implements in a very general way.

An assistance system was developed, Fendt Grip Assistant, which is seamlessly integrated in the Varioterminal. Stored agricultural expert knowledge combined with intelligent algorithms and dynamic simulation models, which are adapted to the Fendt 1000 Vario and its implement spectrum, assist the operator. In just a few, clear input steps, such as selecting the hitch type (swinging, lower links, etc.), operating conditions (light, normal, heavy), tyres (manufacturer and dimension) as well as the type of implement (plough, disc harrow, etc.), the operator can have Fendt Grip Assistant quickly determine the desired parameters.

To be able to react flexibly to the different working situations in practice, two different operating modes have been developed:

SpeedSelect

Operators, who can plan their operation in advance, should select the SpeedSelect mode. After entering the basic data, such as the targeted working speed for the process, the Grip Assistant determines the

optimal ballast for the tractor as well as the tyre pressure that should be preset. The recommended tyre pressure can be transferred to the VarioGrip tyre pressure regulation system and regulated directly in the terminal.

BallastSelect

The BallastSelect mode comes into play when the ballasting situation is given, e.g. because the machine is already in the field or the weights cannot be changed for other reasons. The Fendt Grip Assistant then calculates the optimal tyre pressure based on the specified basic data and the selected ballasting situation, and provides a recommendation for a beneficial working speed range.



Adapted ballasting and correct tyre pressure are decisive variables in minimising power loss due to slip and rolling resistance.

The Fendt Grip Assistant will be launched on the market with the Fendt 1000 Vario series.



For Simon Bertschi, Simon Andräss and Michael Kern, good service is top priority.

Top-level agricultural equipment

“When you sell a TOP product like Fendt, you also have to offer TOP service,” says Ugo Tosoni, Managing Director of GVS Agrar AG, and names the most important reason why his company is so successful on the Swiss market and is amongst the best in the global AGCO distribution network.

Best service: for the GVS (Genossenschaftsverband Schaffhausen) Agrar AG that starts locally with the workshop. Even before a tractor from Marktoberdorf is delivered to customers, it undergoes a comprehensive programme in Schaffhausen. So a new Fendt is not only type-approved and goes through the Swiss motor vehicle inspection, it is also optimally adapted to the customer's operating requirements regarding settings and equipment. “We want our customers to come back to us, not the machine,” says Simon Bertschi, workshop manager. This motto, however, does not only apply to new machines at the GVS Agrar AG. We always aim to provide excellent service. “We are exceptionally well-equipped and have all the necessary diagnostic systems and

special tools here in our workshop. However, the best equipment only works well, if the employees are good, too,” says the agricultural machinery specialist.

Good workers are a guarantee for success

“We place a lot of value on training our staff extremely well,” explains the managing director. Cost what it may, he is sure: “Besides a good product, good workers are a guarantee for success.” So, training is carried out on more than 90 days a year in the bright rooms and the large training hall, for the staff and dealers, in theory and practice. By their hearty welcome, “Gruezi”, and a friendly smile in the brightly designed entrance area, it is obvious that the



THE GVS AGRAR AG – THE SWISS FENDT IMPORTER

The GVS Agrar AG is a subsidiary of the Genossenschaftsverband Schaffhausen (GVS) cooperative. With nearly 190 employees, it imports, sells and produces farming and municipal machinery from its three locations, Schaffhausen (headquarters), Balzerswil and Koblenz. Eight own workshops secure the presence throughout Switzerland. At the headquarters in Schaffhausen, the focus is on selling tractors from the AGCO Corporation. With some 600 tractors sold, of which over half are from the Fendt brand, the GVS Agrar AG currently stands in first place on the Swiss tractor market. The Koblenz location concentrates on the big harvesting machinery from AGCO. With its subsidiary Agrar Landtechnik AG in Balzerswil, the GVS Agrar AG also has its own production facilities, which in addition to its own machinery, such as loader wagons and slurry tanks, also imports and distributes implements from leading brands.

Parent company: The GVS is a modern service company for farming in Schaffhausen and leading in the marketing and finishing of agricultural products. In addition to the GVS Agrar AG, there are two other subsidiaries. The GVS Landi AG is responsible for the classic agricultural machinery trade and with the GVS Schachenmann AG, there is also a winery in the network.

employees at the GVS Agrar AG are not only competent, but also really enjoy doing their work. For the service and spare parts warehouse staff and the mechanics, it is a matter of fact that they can be reached by phone after work hours. We have an

98 percent
availability

emergency service – that means stand-by service – and are also accessible to our customers nearly around the clock,” explains Simon Andräss from Fendt Service.

Fast help for problems

When working in the farmyard or in the field, good accessibility and fast help is crucial when problems arise. If needed, spare parts must be available quickly. “All customers that call us by 6:00 pm get the spare parts they need the next morning.” A large spare parts warehouse in Schaffhausen and one in Koblenz, Switzerland for the harvesting division, ensures high availability of 98 percent. For tractors, the GVS Agrar AG has some 41,000 parts and for harvesting even 50,000 parts in stock. Reacting quickly, that is crucial also for the Fendt sales manager Michael Kern. “Fast offers through a simple pricelist design and therefore fast price-find-

ing. That is important to us. And if there are any problems with the tractor, it is our top priority to provide a substitute to our customers quickly." His teams succeeds at doing this with a large fleet of over 30 demo machines, which, in addition to their use for demonstrations, also can be used as substitute machines when needed.

That is crucial for the 50 local dealers.

"We work very closely together and are connected with our sales partners," confirms Markus Angst, sales manager for all AGCO brands. In this way, the Fendt sales team provides support for dealers, not only for sales. Friendly cooperation with the local partners

The motto of Simon Bertschi, head of the workshop at the GVS Agrar AG, is: "The customer should come again, not the machine."



also means intensive support in the areas of after-sales service, spare parts supply and marketing for the Swiss agricultural machinery specialists. "Togeth-

Certifications ensure a high standard of quality

er with our dealers and our sales people, this is the way we succeed in showing a high presence on the field and at the customer's." That there is a high-level standard there, is shown by the fact that the

Markus Angst, head of sales for all AGCO brands (left), and Managing Director Ugo Tosoni rely on good employees and cooperation with dealers built on trust and partnership.



Together with her colleagues, Natascha Trani makes sure that spare parts are delivered to customers when needed.



Some 41,000 parts are in stock at the Schaffhausen location.



GVS Agrar AG already has performed regular certifications for nearly 20 years, not only at their own locations, but also at the local dealers. "Certification is a tool to ensure a high standard of quality," knows Ugo Tosoni.

Rolf Erb from Winterthur and customer of the GVS Agrar AG confirms that the effort and the costs pay off. He works in the areas of care of the environment and nature, bio-mass and garden design and has a clear idea what a good dealer has to offer. "First and foremost is good service and a high level of expertise is indispensable here. At the GVS, the staff is very competent and provides exceptional consultation

and diagnostics – even over the phone." That is crucial for the farm supervisor, who also works in Southern Switzerland, i.e. some 200 km away from Schaffhausen, "That is what counts. When we are standing in the middle of the Autobahn and need help or service, then it has to work."

"We like to come to Schaffhausen," he adds. "We have a very cooperative relationship. The negotiations are tough, that is where the friendship ends. But afterwards it is back again.

In summary, one can say: A large share of agricultural machines that are operated at the highest level are right at home in Schaffhausen.

Farmer Rolf Erb appreciates the excellent service and expertise of the GVS Agrar AG.



Used like factory-new



“Buying a used tractor is always associated with a risk for customers, because they don’t really know its condition and what it has been through in its lifetime,” explains Michael Groß, Director Parts and Service Fendt and responsible for the new seal. “With Fendt StarCertified, we can provide customers with

High-quality machines

the assurance that they will not have any problems with the machine. Because pre-owned tractors, combines and forage harvesters from Fendt that carry the new seal of quality have undergone intensive testing, which assures that it keeps its value and is a high-quality pre-owned machine.

“On tractors, for example, we test engine performance on the PTO test bench, transmission pressure to ensure that the transmission is faultless, and the brakes,” says Groß, listing several topics on the checklist of more than 200 items. The comprehensive check also includes areas like the history of the machine. Tractors that were used in industrial, road construction or environmental applications are rejected from the start. Approved for Fendt StarCertified are tractors with a maximum of 4,000 work hours, which are at the most six years old. Combines and forage harvesters must not have more than 2,000 work hours and not be more than four years old.

After the technical and visual inspection, the machines are reconditioned, if necessary. Defects in the paint work are repaired and damaged parts are replaced. Besides a technically and visually faultless

Together with its dealers and distributors, Fendt now offers a new certificate through the new Fendt StarCertified pre-owned machine programme. This assures customers a technically fault-free, high-quality pre-owned Fendt machine. It includes a one-year warranty.



The Fendt StarCertified machines can be found online at the familiar used machine exchanges AGCO Trader (www.AGCOTrader.com) and Technikbörse (www.technikboerse.com) as well as at your local Fendt dealership.

state, wearing parts also play an important role for certified Fendt harvesting machines. To ensure the operational capability of the self-propelled harvesting machines, they are also checked and important wearing parts in the crop flow are replaced as a rule. Only operational machines are made available to customers,” emphasises Groß. The first two machines have already passed the comprehensive check by a sales partner. Besides a Fendt 927 Vario, which was certified by the BayWa Manching, the Fendt Katana 65 sports the new Fendt StarCertified seal. “The Fendt Katana from 2012 with 1270 work hours was used by a contractor for grass and maize operations,” says Sascha Götsche, Sales Manager of the Raiffeisen Technik HSL GmbH and responsible for the new seal locally, describing the first certified harvesting machine.

Even more assurance

“The great benefit for us as a dealer and the customer is that the manufacturer is also involved with the new seal and the warranty is assured through Fendt,” emphasises Götsche. In connection with the purchase of a pre-owned machine that carries the Fendt StarCertified seal, customers receive a comprehensive one-year manufacturer warranty, the so-called StarWarranty, which is included in the price of the machine. If desired, customers can extend the warranty: for tractors up to an age of eight years, or 8,000 work hours and for harvesting machines up to five years old or 3,000 work hours. As an example, the costs amount to 1.70 euros per work hour and year for a 700 Vario. To minimise administrative work for processing small claims and ensure an attractive price, there is a defined amount of cost-sharing.



ISU Special: At home on fields and construction sites

You can find them at the construction site, in the city's green spaces or, like now, clearing the roads in freezing temperatures. The ISU tractors (industry, road and environment) also work reliably, flexibly and fuel-efficiently in non-agricultural applications. If you would like to know more, please contact us. By the way, we will be at the Bauma in Munich again this year.



BAUMA 11 -17 April 2016

The Bauma in Munich is the world's leading trade fair for construction machinery, construction vehicles and construction equipment. With the 1000 Vario, Fendt presents a new standard tractor predestined for heavy soil stabilising and road-building operation. Also efficient in transport through the new low engine speed concept Fendt iD.

You are invited. Visit us in Hall B4.313.



A desert today, a park tomorrow

Dune-like mounds of earth, metres high, gravel and dirt everywhere. Every second, dust is thrown up into the air somewhere on the wide-ranging construction site. Again and again, one seems to hear the growling of wild animals. But something is still missing for a perfect desert scene. No camels or Bedouins to be seen far and wide. Instead two powerful draft horses from the Allgäu do their work in this barren landscape. What sounds like an adventure in the desert is actually a large construction site for the National Garden Show 2019 in Heilbronn.



The white Fendt tractors are real eye-catchers. White is the company colour of the Wolff & Müller construction company.

The Stuttgarter construction company, Wolff & Müller, is responsible for the rough modelling of the site, has two Fendt tractors in operation here since the beginning of the year. A Fendt 933 Vario is being used with a lime spreader for improving the ground, a Fendt 939 Vario ensures a perfect subgrade with a mounted milling machine. For the Stuttgarter construction pros, the two tractors from Marktoberdorf were a great find. "The Fendt tractors are very well

»The Fendt tractors are very well suited for this expansive construction site.«

suited for this expansive construction site, since, thanks to their high speed, they can be used very flexibly," says Philip Kircher, Head Construction Manager at Wolff & Müller, who is responsible for the management of earth-moving operations. He was the one who bought the two Fendt tractors. "I have a lot of experience in flood management. Tractors have been used successfully there for a longer time already," says Kircher.

Construction Manager Philip Kircher has everything under control on the big construction site and is enthusiastic about the two Fendt tractors.

It all began in the summer of 2014. But before Philip Kircher and his team are ready to really start working on the Neckar River site, they were overtaken by the past. "We first had to salvage 11 tonnes of materials used for making bombs during the second world war," explains the 41-year-old, who has been working for the company twelve years now. Nearly one and a half years later, the main part of the site is nearly completed. An 800 meter long embankment with 250,000 sqm of earth will give visitors the necessary view and overview of the garden show. At the foot of the embankment, a 30,000 sqm recreational lake is just being created, because the visitors shouldn't be left wanting anything.





The Fendt 900 Vario is equipped with a roll-over bar. Because safety has top priority on a large construction site.

But not only the construction supervisor is enthusiastic about the engineering from the Allgäu. Marcel Stier and Steffen Sinn are too. These two road builders are namely the true masters over the white tractors with the red rims. They are both real tractor experts – that is absolutely clear after just a few sen-

»We need power, that is what is crucial here on the construction site.«

tences. Marcel Stier is 28 and, like his colleague, a true Hohenloher. But they not only have the work together at the construction site in Heilbronn in common. They also both grew up on a farm. So they



In addition to his work as a road builder and machinist, Marcel Stier also runs a farm together with his family and therefore knows exactly what is needed for a tractor.

are very familiar with agricultural machinery and the versatile use of implements. At home in Waldenburg, Marcel Stier has a 50 hectare part-time farm on which a Fendt 312 Vario has been operating since this spring.

He explains what counts on the construction site in daily operation: "We need power; that is what is crucial here on the construction site." The two men regularly take their Fendt tractors to the load limit. The 933 Vario has more than 2000 hours under its belt; its stronger partner already has more than 1500 hours.

"For me there's nothing better than Fendt," raves Steffen Sinn, who likes the ride comfort and the unified operating interface the best. The 19-year-old is new at Wolff & Müller, just like the two tractors. The young man from Oberheimbach near Wüstenrot has



Everyone on the BUGA construction site in Heilbronn knows the white Fendt tractor and dump trailer.

been driving the 933 Vario since February. He also grew up with farming and now assists his uncle on his farm. The machines from Marktoberdorf do their job so well because the two operators take good care of them. "You have to treat the tractors as if they were your own," says Marcel Stier. That is why both Fendt tractors are cleaned and checked every evening.

Slow, stepless driving is required

The earth-moving work in Heilbronn, which will be completed by the end of the year, places special demands on both operators and machines. "The ground conditions are very difficult," explains Steffen Sinn. However, thanks to strong PTO power, the stony ground is no problem for the Fendt tractors.

Even though things are quite rugged and dusty for rough earth-moving work, the two operators really appreciate one unique feature: "Thanks to the stepless Vario transmission, we can drive extremely slowly with the Fendt tractors. That is extremely helpful and practical for certain kinds of work. The Fendt can drive so slowly that even snails could crawl over its wheels," jokes Marcel Stier. When the two Fendt tractors have finished their work on the grounds for the National Garden Show, they will go on to the next construction site, together with their friendly drivers, Marcel Stier and Steffen Sinn. Because the National Garden Show in Heilbronn is just the beginning. "In the future, we will be using our tractors on other construction sites," says Construction Manager Philip Kircher.



Nineteen-year-old Steffen Sinn is a real pro in handling the Fendt juggernauts. He grew up with farming and drives for a contractor on the side.



Building for the citizens. Where Fendt tractors are moving tonnes of earth today, there will be a green park in four years. A 12-metre high park sculpture will serve as a boundary to the industrial facilities on the canal port. It also serves as noise protection.



Heilbronn is the showplace for the National Garden Show 2019. A new city district "Neckarbogen", which will be embedded in a park landscape, will be created here.



For the opening on the 17th of April 2019, the construction site will be a park for peace and relaxation for the people. It spans from the Neckar-Alt arm to the canal harbour.

Tough mission at the Königssee



Taking the electric boat of the Bayerischen Seenschiffahrt from the landing place in Schönau provides a breath-taking, postcard view as one glides silently for three-kilometres to the dock in St. Bartholomew at the other end of the Königssee. The lake only has an area of five square kilometres, but is more than seven kilometres long. On its shores, rugged cliffs, hundreds of metres high, reach up into the white-blue Bavarian sky. Although the water is very clear – the Königssee is considered the cleanest body of water in Germany – one can only see the bottom in a few places. This is because the cliffs go down into the deep water just as steeply as they reach out of the water: a stone would sink 190 metres to the ground, if it is dropped into the water in the deepest spot.



Wolfgang Freimoser, responsible for laying the 3150 metre long cable and erecting the BOS mast, lends a hand, like here on the pontoon ferry.

In autumn 2015, a construction troop advanced into this idyllic setting with heavy machinery to build a transformer station and set up an antenna mast for BOS radio one hundred metres away. BOS is a radio network that is reserved for emergency and rescue services. The expansion of the radio network in the national park ensures that help can be called in case of emergency, even in the farthest reaches of the park.

A prerequisite for this was to expand the electricity network over St. Bartholomew up to the southern end of the Königssee. To lay the cable, a flush bore was set from the shores to about 120 metres out into the lake.

Wolfgang Freimoser from Ruhpolding planned the construction and hired his colleague Dietmar Schürholz from MayerTrans. A whole lot of gravel was needed to bank up the ground for the three-tonne transformer station. Dietmar Schürholz loaded twelve tonnes into the trailer, which he brought to

The Königssee and the National Park Berchtesgaden are the biggest tourist attractions in the region.

St. Bartholomew with his Fendt 516. Of course, there is neither a path nor road that leads there. That is why the tractor and the trucks with the transformer station had to be brought to their final destination across the water. It was a tough and adventurous

»Please, don't let there be a storm when we lay down the underwater cable!«

undertaking: Wolfgang Freimoser organised a four-part pontoon ferry in Hamburg with a carrying capacity of about 200 tonnes. It was to be used to transport both trucks and the Fendt tractor together across the lake. Twelve heavy-load vehicles were required to bring the pontoon parts all the way across Germany to the national park.

The six North Sea divers from Hamburg checked the cable underwater. The water is approx. 4 °C "warm".



Before transporting the vehicles across the lake, a 3150-metre long, 31-tonne underwater cable was laid down on the ground of the fjord-like lake. Specially trained expert North Sea divers from Hamburg and a team of underwater cable layers from Scotland conducted the work.

3150 metres of cable laid down on the bottom of the lake in 24 hours

“Please, don’t let there be a storm!” that was the biggest wish Wolfgang Freimoser’s team had. Because five years ago, when the first underwater cable was laid, a storm came up during the night and caused the cable to overturn. But the cable laying team was lucky and within 24 hours, the cable was in its final place.

»We couldn’t manage these kinds of projects without reliable partners.«

On a foggy Friday morning, the most spectacular part of the undertaking was to take place: the transport of the transformer station and both vehicles on the ferry to St. Bartholomew. About a half a dozen employees from the Bayernwerk AG came to the landing place near the bob and luge track with a bright red transformer express from Pfaffenhofen an der Ilm. A truck loaded with gravel from Bernau am Chiemsee and Dietmar Schürholz with his Fendt and another twelve tonnes of gravel in the trailer, were also ready. It was precise work and the ferry tilted alarmingly, as the gravel truck drove onto the heaving pontoon at a snail’s pace. An hour later, the transformer express was also on board. Now it became clear, however, that there was no space on the ferry for the Fendt 516 Vario and its trailer. Because the trip takes about three hours and the return trip also takes time, a passage on the same day was not possible. It was only on the following Wednesday that the Fendt and its trailer could be shipped to St. Bartholomew.

When construction work takes place in pathless terrain, Wolfgang Freimoser almost always calls on Dietmar Schürholz and his Fendt tractor. Like when the biathlon stadium, the Chiemgau Arena, was built in Ruhpolding. It was also the case when setting up the BOS masts on the Untersberg near Ruhpolding, on the Jenner and the Reiteralm in the Berchtesgaden-land, on the Kneifelspitze, on the Wendelstein... “We couldn’t manage these kinds of projects without reliable partners,” emphasises Freimoser. With his



(from left) Dietmar Schürholz, Managing Director MayerTrans, and the Ruhpolding entrepreneur Wolfgang Freimoser have been working together for many years.



At the landing area near the bob and luge track, the Fendt 516 Vario is waiting to be shipped to St. Bartholomew.



It is not a fjord in Norway or Sweden, but rather the Königssee in the Berchtesgaden Land, where a pontoon ferry transports the Fendt 516 Vario across the lake in the national park.

Goal in sight: After about three kilometres, one can see the scenic church of St. Bartholomew on the shores of the Königssee in the overcast National Park.



company BBT (snow-making and lighting technology), the electrical engineering technician already realised dozens of such spectacular projects. Contrary to the specifications of the planner, he pushed through the use of glass fibre for all electric cables when connecting the site for the Chiemgau Arena. Without this technology, nothing would be possible today.

Wide operating spectrum in difficult terrain

We wanted to know from Dietmar Schürholz: Can you really live from such spectacular operations like at the Königssee? “Of course not!” counters the 48-year-old and counts off the range of applications for his Fendt tractors. In the summer they are used primarily for building and maintaining forestry paths and for torrent control. In the winter, operations start at 3:30 am, when the machines set out to clear the roads and spread salt for the municipality. “There are days the tractors don’t ever get cold.”

Schürholz founded the MayerTrans company with two other partners in 2001.

Since then, in addition to three trucks and five large-scale implements, there are now two Fendt tractors in the fleet of the 17-person company. The first was a Fendt 380 GT Turbo, the newest is a Fendt 828 Vario. Schürholz raves about the 800 Vario series: “That is a quantum leap. A top speed of 60 km/h is a huge advantage for us.”

The tractors are in operation for five years and about 10,000 hours at MayerTrans before they are replaced. “The used machines are in demand with farmers and do their work there for many more years,” reports Schürholz.

»... but everything else is just not Fendt.«

“With Fendt, we want to do something good for our operators,” says Schürholz, explaining why he decided for the brand. “They work 2,000 hours a year on the tractors. It is therefore important to have a machine that is easy to operate and has optimal ride comfort.” The overall package, including the services of the BayWa in Traunstein, are unbeatable. The competitors may have caught up, “but everything else is just not Fendt.”

Wolfgang Freimoser adds that for him, no other partner comes into question other than MayerTrans, when difficult equipment must be moved from A to B in pathless terrain and under the most extreme conditions, for example, when building floodlight masts or snow-making facilities.



VarioGuide

ISOBUS

SectionControl

VarioDoc

VariableRate
Control

VarioGuide / VarioDoc

Automatically maximize profit. From 125 – 517 hp.

With the **Fendt Variotronic** you can perform every work step more precisely and efficiently while saving on operating inputs and time. And the best thing is that it is so easy.

1. **Exact tracking:** VarioGuide guidance system with RTK – accurate to 2 cm.
2. **Guaranteed without overlapping:** Fully automated SectionControl – now with 36 sections.
3. **Fast data exchange:** VarioDoc Pro for fast documentation and data exchange with field records – in near real-time.
4. **Variable application:** VariableRateControl (VRC) for the right amount on every section – on the spot and automatically via application map!
5. **100% ISOBUS:** Fendt Varioterminal for all ISOBUS standards – for full flexibility with only one terminal in the tractor.

All Fendt Variotronic solutions complement each other ideally and are available across the range – from the Fendt 500 to 1000 Vario.

 **AGCO** Fendt is a worldwide brand of AGCO.



“60 – 80 euros saved per hectare”

Wilhelm Jaeger, manager of an arable farm
With the Fendt guidance and documentation systems, Wilhelm Jaeger saves costs effectively: “Less diesel, lower operator wages, less wear, fewer tractor hours – we are therefore certain that the system will pay off very quickly for us.” And: “If you save 10% of these costs each year, that amounts to 60 – 80 euros saved per hectare.”

An accurate guidance system increases quality:
“I can concentrate on the quality of work done by the implement. We operate with an accuracy of 1–2 centimetres.” Michael Jaeger’s conclusion: “That makes work a pleasure!”



More about Wilhelm Jaeger and the Fendt Variotronic at www.fendt.tv/zuckerrueben

