

September 2016

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**FENDT**

# FOCUS

**We sow quality.  
You harvest reliability.**

The new 500 Vario.  
Your ideal perspective. > 32

A Swiss slurry expert relies  
on the Fendt 900 Vario > 20

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impresses customers > 44

FROM THE FENDT ARCHIVES: QUALITY AS A WORK ATTITUDE

Produce quality – those are not hollow words at Fendt; they have always represented a work attitude. The Fendt employees stand behind that. For example, in the early 1990s, a sign stating "Quality sells better" hung in the transmission production area.

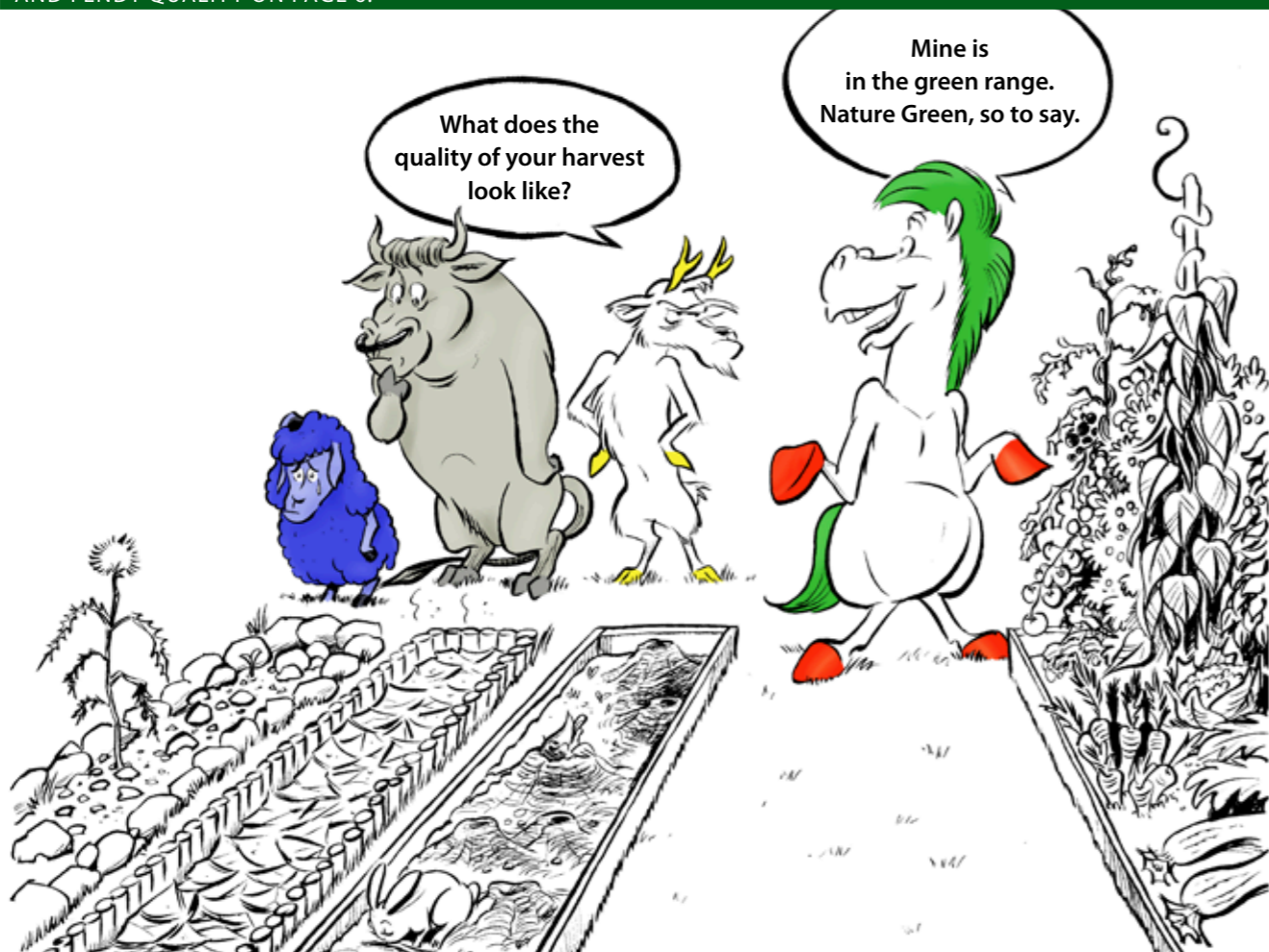


This year, Fendt employees signed a bonnet of a Fendt 1000 Vario with the following words:

**"We sow quality. Our customers harvest reliability. I sign my work, because my name stands for genuine Fendt Quality."**

That is a vow, a promise and ultimately a fundamental work attitude. This already starts with the Fendt trainees. They built the bonnet model and, naturally, they also wanted to sign their names for the best quality.

A DIFFERENT SHADE OF GREEN. FIND OUT MORE ABOUT THE NEW FENDT NATURE GREEN AND FENDT QUALITY ON PAGE 6.



Peter-Josef Paffen (centre) speaks with international agricultural journalists. They visited the Fendt factory in Marktberdorf as part of the IFAJ convention (International Federation of Agricultural Journalists).

Dear Readers,

Fendt customers demand a lot from their machines. They expect premium quality from Fendt. Rightly so, I believe. Because Fendt customers buy top quality and are willing to pay the price for it.

A current, independent survey\* confirms these high expectations. For the survey, 500 German and 500 French farmers were asked about quality. The results clearly showed that the surveyed persons link exceptional quality with the Fendt brand. By the way, only some of the people that were surveyed were Fendt owners!

**»You expect premium quality from Fendt. Rightly so!«**

To meet these high expectations, we are constantly working on our quality. In all areas. Read the cover story, also available online ([quality.fendt.com](http://quality.fendt.com)), about

how we are continually addressing this important topic, so we can nudge the already very high yardstick up a bit higher. Because we know: Fendt customers demand a lot from their machines. Rightly so!

I wish you a successful harvest and strong earnings.

Yours sincerely,  
Your

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

\* Source: Brand & Distribution Study / Ulm, May 2016, Concoscenti Agency

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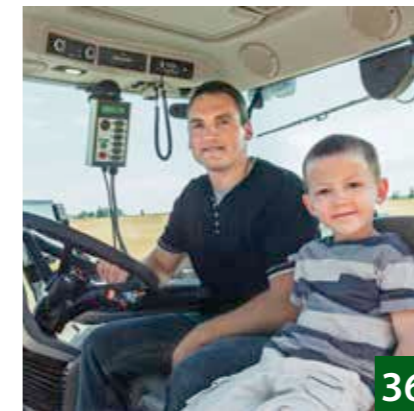
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# We sow quality. You harvest reliability.

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**What does Fendt stand for? Innovative technology. Green panels and red rims. And for outstanding quality.**

**To ensure that farmers can perform their work with the least amount of stress, we have been placing great value on the reliability of our machines for many years. One can recognise the care we take in the details and our manufacturing quality – from tractors to hay rakes. And, of course, by the colour. The new colour for the entire Fendt product line is now the freshest green in the agricultural equipment industry: Fendt Nature Green.**

#### **A different shade of green**

The new Fendt Nature Green is not a revolution, but rather an evolution. Because the Fendt green has been renewed several times in the history of this traditional company. For example, because the ingredi-

ents of the paint changed and the lead was removed, or because there was a switch to low-solvent paint in the 1980's. This time we are changing the familiar Fendt green deliberately. And very publicly. That is new and is a first at Fendt. A different shade of green!





For maximum quality and maximum safety: the screws are tightened to a pre-defined torque. A traffic light system signals when the component "sits properly".



The well-known Fendt Green was originally a standardised RAL colour. It became famous as the basic colour for routers, drills and rotary saws from 1930 and on. Company founder Hermann Fendt deliberately chose this machine-green colour. At that time it stood for the precision, quality and reliability of German machine tools. That fit to the Fendt brand. Today industrial machine tools are primarily found in light colours. There are now no more visual references that connect the previous Fendt Green with the qualities of the past. To give our Fendt products a visual association with high-tech and up-to-date-ness, we are now switching all of our machines to the new Fendt Nature Green.

#### Colour identity: The green Fendt soul remains.

The new Fendt Nature Green is made of the same colour pigments as the previous green. A new mixture of the pigments creates a new impression. The colour develops depth and dynamics through a bigger yellow component, which creates a "rich lustre". Now it radiates more warmth, is more natural and has greater depth.

The new Fendt Nature Green has been further developed from the previous Fendt Green. It is brighter, more vibrant, more vivid and more complex. The freshest green in the agricultural equipment industry.

The horizon signalises that Fendt machines are there, where the ground is cultivated, the plants grow and the harvest is brought in. That is where Fendt's expertise lies. That is where their "natural" home is. That is also why the new Fendt Nature Green fits well.

Together with the Sky White of the cab roof, the Terra Red of the rims and the Tech Grey of the body, the new Fendt Nature Green is an elemental part of the Fendt brand and the Fendt brand history. With the new Fendt Nature Green, the innovative Fendt machines now once again express what they stood for from the very beginning: Precision, quality and reliability.

»Constant testing and checking is part of our job.«

Farmers' and contractors' work is significantly influenced by the weather and the characteristics of the soil. No matter the season or the local circumstances, however, the machines must be able to perform their work reliably. "Constant testing and checking is part of our job. We test for geological and climatic suitability under the toughest conditions – even in the most extreme locations. "This way, our machines are suited for any kind of terrain," says Johannes Kapfer, Head of Vehicle Testing for Prototypes, describing the tractor tests. "For example, we tested the 1000 Vario in the desert in Arizona, to expose it to extreme conditions with the finest quartz sand and average temperatures above 40 degrees Celsius."

Johannes Kapfer in front of the supply air nozzle in the test bed. The 4 x 4 metre supply air nozzle can create a temperature of up to 45 degree Celsius.



The Fendt test engineers learned about the differences between heat and cold with the 936 Vario at the Arctic Circle in Northern Sweden. Permafrost there made it ideal for engine tests and testing driving manoeuvres on icy surfaces.

To permit flexible testing of the entire range of Fendt vehicles independent of the season, one of the most modern full-vehicle test beds in the world has been in operation in Marktobendorf since 2015. "We can simulate all load conditions of a machine realistically on the test bench under precisely definable test conditions," says Johannes Kapfer. "Furthermore, we can also test the components of new vehicles during the development stage, if the full vehicle is not yet completely available." Gathering early experience means that errors in development can be eliminated from the very beginning.

In addition to tests in practice around the world, we can subject the Fendt machines to even more and detailed test cycles on the full-vehicle test bed.

Tensioning straps pull the tractor down to simulate the heaviest implements, vertical bearing loads and ballasting (e.g. front weight, wheel weights).



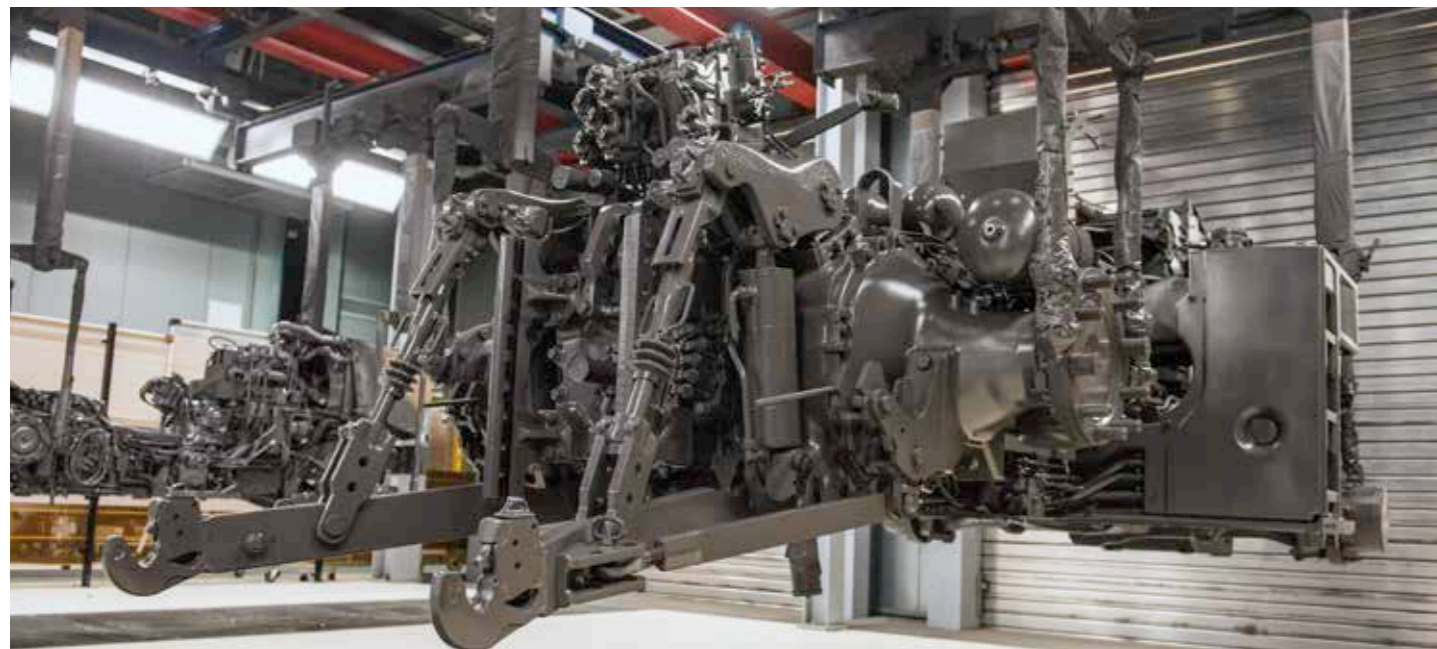
**Produced to the highest standards**

“Quality management employees are fastidious, you can count on that,” laughs Michael Nothhaas, Head of Central Fendt Quality Management. “The tractor assembly line at Fendt has several quality gates, where components or systems undergo an intermediate check. We want to uncover and eliminate any possible errors in assembly or faults in components, before they are discovered at the end of the line or have even already been installed and slip through to the customer.”

In addition to the ten quality gates (Q-Gates), tractor production at the Marktoberdorf and Asbach-Bäumenheim locations also has five larger series production testing benches as well as a dozen smaller testing points with defined testing contents installed to



Michael Nothhaas in the hall for the product audit. Here random vehicles undergo a comprehensive check.



Corrosion protection: In high-tech spray booths, special robots ensure uniform application of a 250 to 300-µm coating on each tractor body. Comparison: This is several times more than the standard in the automotive industry.



Crop: The inner components on Fendt combines are also coated for true durability.

prevent errors. To relieve the load on the production staff, investments have been made in more than 40 electronically-monitored torque bolting stations over the past few years. The vertical range of manufacture at Fendt is very high. For example, we pro-

»The inspections at the end of the assembly line are important to us. Very important.«

duce nearly all components for the Vario transmission, such as the housing, gearwheels and shafts, ourselves. And test them, too, of course. The transmission factory in Marktoberdorf has a special cleanliness analysis lab. All supplier parts, such as compo-

nents for the Vario transmission, are checked for residual dirt particles. “The results are recorded in the µm and mg range,” says Nothhaas, Head of Quality Management. “That’s really very small, when you think about the 10-tonne machine that is produced at the end.” But even the smallest particle in the Vario transmission can create wear or damage over time, and that is what is eliminated through analysis and the corresponding cleaning procedures.

**Highest demands on our suppliers**

“Suppliers must comply with the quality standards we have defined. Only then can we issue the required release. We not only test for conformity with the drawings of the component before the first series delivery, but also evaluate the locations of our sup-

pliers and optimise the production and quality processes together,” says Michael Nothhaas. “This close partnership results in a very positive supplier quality index, which is not necessarily a matter of course in agricultural engineering.”

Following are only a few examples of the quality standards the supplied parts must comply with. The salt spray tests, which we use to test all the external components of the tractor for corrosion, last up to 600 hours. Radiators run through comprehensive leakage tests. All electronic components must pass functional tests before delivery. The hydraulic hoses are tested for 1 million cycles. Twice as often as is usual in the industry. And each individual tine of the Fendt Twister tedder is tested for stability 200,000 times in a 30-hour test.



Highest standards in the details: The salt spray tests, which we use to test all the external components of the tractor for corrosion, last up to 600 hours.



Particle analysis against wear and consequential damages.

**With experience and high-tech assistance**

“The inspections at the end of the assembly line are important to us. Very important,” says Michael Nothhaas, explaining the focus of activity at the end of the assembly line in the factory. “The visual state, the optional equipment, the installation and workmanship as well as the function tests, everything is planned. And anything that does not go according to plan is recorded, documented electronically and corrected, of course. Each individual tractor undergoes final inspection here in the RFT tunnel under 2,400 lux of illuminating power. Because we want to be one hundred percent sure that each individual

customer gets precisely the tractor they want," says Michael Nothhaas. "No modern high-tech solution, however, can replace the experience of the staff. Because good ideas for even better results do not come from machines, but rather from dedicated and experienced colleagues." The average staff membership at Fendt is 15 years, which speaks for itself.

#### Quality can only be achieved with qualification

"The targeted qualification of our employees plays an important role in helping them perceive their work as varied," says Nils Mütze, Fendt Director of Human Resources for Germany, the Netherlands and Austria. "Another cornerstone for the outstanding

»Another cornerstone for the outstanding quality is the specific vocational education.«

quality at Fendt is the specific vocational education. During their training, the young men and women become familiar with their later area of work and already play an active role in the success of the company," says Nils Mütze. In each of its training centres, Fendt provides training for about 55 people every year for jobs as industrial mechanics, mechatronics fitters, warehouse logistics operators, technical product designers and qualified IT specialists for system integration.

Nils Mütze in front of the employee poster in Marktoberdorf "We are Fendt"



"Ever more sophisticated technologies, as well as the demands of our customers, require the continual qualification of our workforce, which we meet. Many of our employees grew up on a farm or come from an agricultural environment. This close familiarity with the product and the mix of routine and change in the job along with a focus on quality, creates a product that makes work easier for customers and motivates the staff."

#### Our best drive. Your opinion.

Quality means that one does not rest at a high level, but is continually working on improvements. That is why we listen at Fendt. The Fendt service technicians and experts from Development and Production regularly visit different agricultural enterprises. This provides us with feedback on the machines and the operating requirements directly on location. "Selected customers are always integrated in product developments to provide concrete feedback in the early design process," says Johannes Kapfer, describing an important part of the development process.

"Through the teamwork between farmers and Fendt, the optimisation potential for technology and services can be worked out together."

Once farmers have decided for a Fendt machine, their feedback is our concern. Every single questionnaire that is part of the Fendt customer feedback programme flows into a comprehensive evaluation system. We are continually improving the quality of sales, service and products based on these results and individual customer feedback.

You will find more examples of all the things we do to meet the quality demands of our customers at: [quality.fendt.com](http://quality.fendt.com).

We will report more on this in the next Fendt FOCUS issue, which comes out before Christmas.





# Our goal: Number 1 in quality as perceived by customers

**Dr Volker Kurfess has been working for the AGCO Corporation since 2009. He began his career in the AGCO European Headquarters in Neuhausen as the Head of the Strategy and Integration Team for the region EAME (Europe, Africa and Near East). Since May 2014, as Director of Global Quality, he has led a global team of quality managers for the different AGCO brands and locations. The industrial engineer likes to ride his racing bike in his free time. And on the weekends, the born Swabian likes to cook – but not only the Swabian specialty spaetzle.**

**What significance does the topic of quality have at the AGCO Corporation? Why is it such an important goal strategically?**

Our clear strategic goal is to be the number one in regard to the topic of quality. Profitable corporate growth can be achieved when one meets customer wishes and requirements for products and services in the best way possible. So there is a close connection between our quality objectives and other strategic goals. Our employees are proud of their work and the products that they produce. So this is an important strategic triangle: customer satisfaction, profitable corporate growth, employee satisfaction. And without quality, no customer satisfaction.

**What does quality mean at AGCO? What does it include? What do you and your internationally active team have to keep an eye on?**

Quality starts with meeting customer wishes. To achieve that, one has to listen to customers. The second step is to translate customer wishes into a technical product and produce this in a stable way. That means that once a product is developed with a certain technical speci-

fication, it must also be manufactured with constant quality. So our dealers and customers can be sure that the machine they get will be of the same good quality. And then: reliability. I believe everyone is familiar with this from the many products in their daily life. Reliability is a very important dimension of quality. We often remember products that were either very reliable or did not fulfil these requirements at all.

**How do we determine customer wishes in a global world?**

Customers give us feedback about their level of satisfaction with the product in different ways. For example, we are

familiar with the warranty situation and are in the position of evaluating these systematically, i.e. per product, per component, per country/region, etc. We therefore have measurable variables about the areas where our products can be further improved. This information flows back into daily production so we can solve problems there directly. It is also used in the new development of products. Of course, there is also somewhat softer information, where we survey customers and dealers. About things that are not necessarily warranty cases. Here we record things that could be done better in customers' opinions.



**Dr Volker Kurfess in front of the light tunnel. Here the product quality is checked at the end of tractor production.**





**Do you have an example, where a small thing was changed to meet customer wishes?**

A small example, we have switched the loudspeakers in the cab in one product line. Feedback showed us that the loudspeakers did not meet customer expectations. The loudspeakers were not defective, but they did not fulfil customer demands. Customers noticed the lack of quality. We are increasingly using this form of quality definition today. When a customer comes and says that they are not satisfied, then that is a quality issue for us that we then investigate. We start a cause analysis.

**How has the customer's demand for quality changed? Can you give us an example of this?**

Technologies continue to develop. What was considered innovative yesterday is standard today and must be further developed. A small example from my daily life: I was recently on a business trip abroad and had difficulties operating the navigation system of the rental car.

It was night, and I was not familiar with the area. Under these circumstances you quickly reach the point where you say: This navigation system is junk. That is how I felt about quality at that moment. The navigation system was not broken, but I was not satisfied with its usability. My demand for quality was not just related to a mere function, it included the operating menu, haptics and type of display. Everyone is probably familiar with similar situations and examples.

Dr Volker Kurfess works on the topic of quality with a global cross-market team.

**In the production area for the Fendt transmission, there is a sign that says "Quality sells better". What do customers expect from Fendt?**

A Fendt tractor is a premium product. Customers, who buy a premium product, naturally also have premium demands. We have to meet these, both

»Customers, who buy a premium product, naturally also have premium demands.«

in production and in the details. Here's one example: Before a tractor body goes to the painting facility, the hydraulics are checked and the engine is switched on. We do that to determine if there are any leakages or weak points at a very early point in time and with high certainty. If this is done after painting, it is considerably more difficult and takes more effort. Moreover, right now we are planning to heat the hydraulic oil accordingly before the testing cycle to better simulate the viscosity of oil in operation. As you can see, quality is a puzzle with many, many pieces.

**Fendt products have always stood for outstanding quality. Why is quality assurance and quality management a constant task despite this?**

Quality is always the top topic, also in Industry 4.0. While we measured fault rates in the thousands 10-20 years ago, we measure them in parts per million





today. At Fendt we have a zero defects mentality. We all know that zero defects are not possible. But it is our philosophy to aim for this state. The basic principle is: I am part of a chain of processes, I do not accept any defects and I do not pass defects on to the next link. The more this attitude dictates the actions of an employee, the more we anchor the topic of quality in the company.

**Quality as a company philosophy. How do you perceive this at Fendt?**

One senses the great passion and close connection to the product, the brand and the company at Fendt. The willingness to do things that go beyond the usual governs here. In my opinion, this is also noticeable in the culture of constructive criticism. A part of it is that if

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»The willingness to do things that go beyond the usual governs here.«

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you have a certain opinion, you have to represent it and fight for it. I think that at the FC Bayern München one would

say "mia san mia", Bavarian for "we are who we are".

**Why do you still like to occupy yourself with quality, despite the complexity of the topic and all the influencing factors?**

Quality covers the entire spectrum of a company and the entire value-added chain. It all starts with customer wishes, continues on to the selection of the right suppliers, but does not end with production. Because, you have to add to that: Do we offer good service? Quality applies to all dimensions of a company. I find that exciting, but it is not always easy – I'll be the first to admit that *(laughs)*.

**What product stands for quality in your life?**

I'll pick just one example. I like to cook. With everything that can be found in the refrigerator and drawers. If the dishwasher does not work, then things get tough for me. A reliable dishwasher is very important for a successful evening.

**In your opinion, how has the demand for quality changed globally?**

Today, people around the world have demands on the quality of a brand name

product. Whether in Marktoberdorf or Peking. Technologies are now available worldwide to a very high degree. Information is available simultaneously all over the world via the internet. To believe that one can only buy "B-Goods" today in China, well, those days are gone. That applies even more so to a premium product. One always has to approach perfection with the same demands. Then one can produce permanent quality as well as create and maintain the brand.

**Thank you for this interview. This interview was held by Manja Morawitz.**

# The Swiss slurry expert

Take every day as it is. That is the motto of the farmer and contractor René Messer from the Canton of Aargau in Switzerland. His farm lies on a hill with a fabulous view to the Habsburg, which looks back on a turbulent history and has taught him a lot about life. Today, in addition to mother cow husbandry, he also runs a successful contracting business with his wife Regula. He is known well beyond the region as a specialist in slurry and fermentation residues.



René and Regula Messer with their children Willi and Lina.



Since the slurry rig of the Agromesser company is mostly found on the road, the tyres have been chosen accordingly. The tractors have special road tyres and the slurry tankers have HGV tyres.

Some 20 years ago, the farm that the Messer family owned for over 100 years, burnt down completely. "It took the arsonist, a pyromaniac from the neighbourhood, five tries to burn our property down to the ground," he says, explaining the horrible events in the years from 1989 to 1991, which had a great effect on him and his family. "If you have to start over again after such a huge loss, which is in no way completely covered by insurance, you have to forge ahead full throttle and give more than 100 percent."

At that time, cows were still being milked on the farm so the dairy cow stable for 20 dairy cows was rebuilt first. Now, in the meantime, the dairy farm has become a herd of 20 mother cows and one steer from the Angus breed, primarily because of the poor milk prices. "Of course that alone is not enough to live from, so we asked ourselves at that time how we could continue with the farm," explains René Messer.

#### The prohibition of sewage sludge opened new opportunities.

"My father had always also worked off the farm. He was employed by a company that specialised in the application of sewage sludge. As the prohibition of sewage sludge application was being discussed in

the mid-90's, the company no longer wanted to invest in equipment. That was my chance to enter the business as a subcontractor and take over the entire distribution organisation. At that time we already covered the peaks with tractors, since trucks couldn't manage the poor weather conditions on the fields." In 2001, René Messer took over his parents' farm and founded the Agromesser contracting company with his wife Regula, which now has seven external employees.

When the law prohibiting the application of sewage sludge went into effect in autumn 2006, many pig

»We have the know-how here.«

farms had trouble disposing of slurry, especially in the Canton of Lucerne. The phosphor content in the ground was too high and the quality of the water in the lakes was poor. The Canton of Aargau was the region that had applied the most sewage sludge on agricultural areas. So, on the one hand, there was a great demand for liquid fertiliser there and, on the other, an opportunity for the Canton of Lucerne to take slurry out of the region. "So we delivered slurry to our customers, who we had delivered sewage sludge until now. The whole thing worked, and is still up and running today according to the polluter prin-



René and Regula Messer with Martin Lieberherr from the GVS Agrar AG

cept. That means that those who have too many animals and otherwise would not receive direct payment, pay the bill. Our customers get slurry delivered for free. In the meantime, the number of animals has declined in the Canton of Lucerne, so we have split our core operations. On the one hand, we apply slurry for agricultural enterprises and collective farms. And on the other, as a second source of income, we have the so-called green thumb, the biogas facilities," explains René Messer. There are no facilities for renewable raw materials in Switzerland, only recycling facilities. That means that in Switzerland only recycling materials, such as slurry, grain substrates or coffee grounds as well as other scraps from food production, go to the biogas facilities. "Here we have specialised on the application of fermentation residues, we have the necessary know-how here," he says.

#### Slurry application that is flexible and gentle on the ground

That the Agromesser company is a true specialist in slurry and fermentation residues, can be seen in many areas. The slurry is not brought out onto the field with slurry tankers as is usual, but with a hose system. "That means that we drive an empty tractor with a mounted distribution device around in the field and pull a hose behind us." Each tractor and trailer, the Messers have three in operation, carries up to 900 metres of hose. The slurry is delivered by pumps with a 25-cubic metre capacity, which are on the slurry tankers that are standing at the edge of the field. Two to three tractors and trailers, comprising a Fendt from the 900 Vario series and a Tridem slurry tanker, bring the slurry to the field. "This way we can stay on the road with our large transport volumes and are very flexible on small as well as large lots of land. This also prevents soil compaction and gives us many more days of operation, since we can

also drive on days with bad weather. Another advantage is that with the mounted hose system, we can apply slurry on slopes using relatively small tractors, our 716 Vario and the 411 Vario. These areas would otherwise only be used for grazing." Crucial for the high efficiency of the system is the very powerful pump system on the slurry tankers. René Messer developed the system in collaboration with the Bossini company. The Agromesser company is also the primary importer for Bossini. "The tank is filled in just seven minutes and emptied on the field in barely twelve minutes. This is made possible by the combination of a vacuum pump and a centrifugal pump. First the tank is filled with a vacuum, until the pump is really working hard, then the high-capacity centrifugal pump goes into operation, which cuts the slurry some 5000 times a minute. The slurry does not stick to the grass as much, it travels through the hoses better and can be pumped faster," says Messer, explaining the advantages.

#### Low unladen weight and an outstanding braking system are convincing

Efficiency was also one of the main reasons he chose the German tractor brand Fendt. The company grew up with Fendt and now has twelve Fendt tractors in its fleet: starting with a brand-new 939 Vario down to a 211 Vario and not to forget, a Fendt Farmer 2. "When we were thinking about switching from tandem to tridem tankers more than ten years ago to

increase the volume for cost-effective production, we looked around for new tractors. Since we live and work in a very hilly region, we passed over the 200-hp category and went straight to the tractors from the 300-hp class. Besides a high output of up to 390 hp, Fendt convinced us mainly through its low unladen weight and its exceptional braking system featuring a compressed air brake system. Because safety is top priority for us," says René Messer. The pumping system is specially manufactured for clever farmers; the axles are also custom-made. "On our

### 10,000 hours of road transport work

slurry tankers, the first two axles are rigid and the third is a self-steering axle. This is also for reasons of safety. Steered axles are not available with spring accumulators and the best safety with compressed air brake systems is only achieved in combination with accumulators." Another advantage of this axle is the clearly smaller turning radius. The topic of safety plays a big role at the Agromesser contracting company, which can be seen in the fact that all Fendt tractors are equipped with LED lighting, special tyres, a reversing camera and an extra signal horn. "We not only pay attention to important safety features, our drivers must also take driver

**Maximum efficiency:**  
The 25 cubic metre slurry tank, which is located at the edge of the field, is filled in just seven minutes and then emptied in twelve minutes through the hose system.



training courses regularly. After all, our chauffeurs are on the road a lot," emphasises Messer. The contracting company's tractors rack up a total of 10,000 work hours for road transport alone. That is an average of 1,700 work hours a year for the 900 Varios, which are used exclusively for on-road driving. All operations are scheduled from the field. "Since I work on the hoses in the field all day long, I coordinate the trips from there," explains Messer. "I like to be on the tractor and in the field, because I want to do the work on-site myself for my customers. Customers really appreciate it when the boss is also there," adds Regula Messer, who takes care of the bookkeeping. Not only the slurry operation in a radius of up to 50 kilometres must be coordinated and managed. The Agromesser company also offers additional services: "Besides the slurry business, which is the biggest part of our business, we also transport grain, apply lime, mow grass and bale silage." With such a high utilisation, it is crucial that the machines have the highest reliability, in addition to excellent planning. And Messer absolutely appreciates that in Fendt tractors. "Besides the tractors themselves, good dealers and competent contacts play a decisive role. And that is what Odermatt Landmaschinen AG in Hunzenschwil, a subsidiary of the GVS Agrar AG, and our local Fendt dealer, is in any case," says Messer, praising Martin Lieberherr from the GVS Agrar.

René Messer proudly presents his 930 Vario, the first Fendt that he bought new in 2006. With 12,500 work hours, it is used as a reserve tractor today.



# We know, accept and respect each other.

**Dorothee Lux is just 24 years old and already the head of the Engineering/Fendt department of the Raiffeisen Waren GmbH Kassel. Moreover, she is also successful in equestrian sports and is a show jumper in the top class.**



As Head of the Engineering/Fendt department, Dorothee Lux places great value on a good relationship with all salespeople. The Raiffeisen Technik in Homberg in the Schwalm-Eder District of Northern Hesse, is one of the branch offices she is responsible for.

It is always great for her, that she can celebrate her biggest successes with horses that she has broken in and trained herself, like here with her mare Claire.

It is late afternoon as Dorothee Lux comes racing around the corner in her car. She is coming home from work at the Raiffeisen Waren Zentrale Kassel. It is quiet in the farmyard, which is surrounded by buildings on three sides: a house, horse stables, rid-

*After work it's time for training – there are usually four horses.*

ing hall and barn. But Doro, as nearly everyone calls her, is still not finished with work. Even when Horst Schneider calls out of the upper window of the house to ask if she would like to drink a cup of coffee,

she declines. She still has a lot to do. Like every day, she first trains the horses. Usually there are four. "That depends on which horses I will take to the tournament on the weekend," she says. She quickly disappears into the house to change. When she was 15 years old, she was already riding horses from Horst Schneider, a breeder of Holstein show jumpers, who only lives 25 km from her home and discovered her at a tournament. At 17, she moved all the way to him to Hombergshausen, a village in North Hesse with a population of 57, where she lives with her husband Friedrich Lux today. "She trains the horses and drives with them to the tournament. I can sell them better, if they have been ridden. But the important thing is that it is fun," says the 60-year-old.



She has felt ties to farming since her childhood.

From left: Frank Grenzebach, Sales Consultant Agricultural Equipment, Dorothée Lux, Workshop Supervisor Uwe Dorfschäfer and Stefan Kossel, responsible for the inside sales of the Raiffeisen Technik location Homberg/Etze, which employs ten people.



**Her hobby did not become her career**

Both in business and privately, Dorothée Lux wants everybody to get something out of a situation, everything to be fair and to maintain friendly conversation. In her area, Fendt technology, she provides support for 29 Raiffeisen Technik branches, where some 40 salespeople are employed. She is the person where sales for Fendt tractors and harvesting machines come together. She organises and provides support for training salespeople. And is always in contact with the Fendt factory representative Heiko Knesebeck. That's fun for her. Although she actually planned to be a horse trainer. She already had the acceptance from the stable of the team Olympic winner in show jumping, Lars Nieberg, in

her pocket. But then she decided in favour of training as a wholesale and export specialist at the Raiffeisen Waren GmbH in Kassel. Because she had great conditions for good equestrian development here on the farm. And the young women has felt interest in agricultural machinery and farming since her childhood.

**Fendt tractors on her parents' farm**

Dorothée grew up on a farm in Bad Zwesten, Hesse, as the youngest of three children. Dairy cattle, milking stands, calves, horses and fields, where forage for the horses grow, have left their mark on her childhood. She learned how to milk cows, plough the field and harvest grain at an early age. And, of course, which machines get the job done the best.

At home in the circle of her family with (from left) her brother Christian, sister Johanna, mother Jutta, Doro with her niece Wailea, father Karl-Hermann Rininsland-Schröder and her husband Friedrich.



Dorothée and Friedrich Lux on the terrace with their Jack Russell Clara.



Her father, Karl-Hermann Rininsland-Schröder, is a Fendt enthusiast. The oldest tractors on the farm, a 1976 Fendt Farmer 102 S, and a 1991 tool carrier GT 395, do their job just as well today as the newer Fendt tractors: the Fendt 515 Vario, 817 Vario and 412 Vario. "Proven technology," he says later. Karl-Hermann Rininsland-Schröder, a former bank

»The Raiffeisen is like a big family.«

director and now head of the Raiffeisen Walddeck-Marsberg GmbH in Korbach, still likes to work as a farmer, although he has already handed his farm over to his son Christian. Dorothée is also interested in what happens at home. There is always something going on there, just like everywhere in her life. On Christmas, for example, she takes over the shift in the milking stand. "I need action," she laughs. Otherwise, she would not have become a show jumper and not worked so hard at her job. Managing both requires a lot of energy.

She says that her employers are like a big family. Not only in the headquarters in Kassel. Her relationship with the salespeople in the branch offices is also excellent. We know, accept and respect each other. A good working environment is very important for the best possible customer support and an outstanding business. Just like at home.

**Wonderful view after the work is done**

Dorothée is finished with training at 8:00 pm. The terrace is the central meeting point. From here there

Dorothée with the breeder of Holstein show jumping horses, Horst Schneider, and two mares.



Fendt parade on her parents' farm.



Dorothée Lux talks with her boss Mario Soose. For the greatest part of her training as a wholesale and export specialist, she worked in the Engineering department at the Raiffeisen Waren GmbH, which she enjoyed very much.



Dorothée Lux with her colleague Martin Kilian, who works in machine processing.



is a wonderful view to the garden with high trees, bushes and a pond. Later they are joined by friends from the village. Stories are told, there is a lot of laughter and many jokes. Doro's husband, Friedrich Lux, sales consultant in the Raiffeisen Technikzentrum Tüttleben, just arrived. He had helped out on his parent's farm on short notice. It is an advantage that he and his wife have similar jobs, explains the hobby hunter. And also that both of them grew up on a farm. "Then you know what the other person is talking about," he smirks. An important aspect for a partnership, where everyone is very committed.



## For a modern face in farming

**The Gurk Valley in Southern Austria gets its name from the gurgling river, which winds through 157 kilometres of Carinthia. It created a landscape, which has been populated for at least 2000 years and is suited for cultivation on fields and grasslands, as well as for animal husbandry and forestry. What applies to the Gurk Valley on a small scale is typical for farming as a whole in Carinthia, Austria's southernmost state.**



Richard and Daniela Truppe work together like clockwork.

So it is no wonder that farmer Richard Truppe from Gundersdorf in the Gurk Valley cannot say exactly how his family's farm began. Most probably there was always a farm situated in the same spot in the scenic lower Gurk Valley. Richard Truppe says that the farm in Gundersdorf was already owned by the family in the 90's of the 19th century – in the days of his great-great-grandfather. The over 100 year old stanchion barn, where fattened oxen are now kept, is proof of this. And as is typical for farms in Carinthia, the focus of the Truppe farm today is also on arable farming and dairy cattle breeding.

### Keep up with the times

Is more tradition even possible? Just wait. As Richard and his wife Daniele decided to take over the farm at the turn of the century, it was only because of a long-standing inheritance. Daniela, just 24 years old and a young mother at that time, recalls: "It was about making the farm ready for the future – as trite as that may sound." "Go with the times", was the motto that the Truppe family adhered to, "Otherwise, in time, you will be gone".

So the farm grew from a total of 80 cattle and a milk quota of 70,000 litres in the last 16 years to today's total of 200 cattle and a milk production of around 500,000 litres. The cultivated area was expanded from 25 hectares to 145 hectares of fields, grassland and forestry in the course of generations. The Truppe farm is therefore one of the largest in all of Carinthia. Size helps agricultural

»Go with the times, otherwise,  
in time, you will be gone.«

enterprises to exist on the market today. But does that also make them sustainable in the future? It is their openness to modern technology that allows the Truppe couple to be well-equipped for the future.

### Live technology

Everybody helps, and it would not be possible any other way. Because all the field service is done by the family itself. Their 19-year-old daughter



Michaela and parents Armin and Elisabeth Truppe help to make sure the farm is a success. Today, the Gurk Valley is bathed in sunshine. It is time for the second cut, but at the Truppe farm, nobody is under stress. Several days without rain have been announced and most of the harvest is already brought in. Tractors swarm out. Young Michaela skilfully takes the Fendt 516 Vario ProfiPlus (2016) out of the barn. Thanks to its manoeuvrability and strong steering ratio, the compact tractor is ideal for the narrow Truppe farmstead. The good ratio of power to fuel consumption also played a role when buying the 165-hp machine, says Richard Truppe. Today he will be mowing several hectares of grassland, but first he instructs senior boss Armin Truppe, who is driving out to turn hay with the Fendt 310 Profi (2015). Everything is running well, thanks to the newly installed Fendt VarioGuide guidance system in the 516 Vario. That was important to him, he expects a significant increase in efficiency and operator relief in the "workplace". That means lower consumption of fuel and pesticides on the conventionally cultivated areas and comfortable driving in the panoramic cab with multiple suspension. The tractors are in operation about 1600 hours a year. The investment in a sophisticated driver environment pays off.



Due to its manoeuvrability, the 516 Fendt Vario is ideal for the narrow areas of the Truppe's farmstead.

The family farm has been relying on tractors from the Fendt brand since 1993. The first was a Fendt Farmer 305 LSA. Since then, Richard Truppe has usually replaced his fleet of two to three machines after several years. This has the advantage of

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»Modern technology makes the job worthwhile again.«

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profiting from the high resale value and bringing modern progress onto the farm with the new tractor, says the farmer. He would like to maintain this method for the future and has to limit himself at the same time: "However, the low dairy prices dampen our readiness to invest." At the Truppe farm, there is a tendency towards technical progress. "We were also not only the first to buy the new Fendt 310 Profi in Austria," laughs Daniela. For three years now, she has been using a milking robot for her 67 German Simmental. "Modern technology is what makes our job worthwhile again," she says and her husband nods



The weather is perfect for the second cut. In operation are a Fendt 516 Vario Profi Plus and a new Fendt 310 Vario in the Profi version.



in agreement. The cows and their farm managers enjoy the newly gained flexibility that the installation of the system has given them. One after another, the cows step into the automated milking stand, look to see if they have gotten enough forage and are milked at the same time by a milking robot. "No day is like the other," says Daniela about life with animals. "But we have gained time for other things." Contented cows, happy famers?

### Three together

Oh, yes. At the Truppe farm, one quickly notices: The family is very satisfied with their life in farming. This may be because they have understood how to combine the traditions of the job with the demands of the global market. And they do not forget their family while doing so. Not an easy task, year after year. But nobody wants to talk about the worries of the future on this summer day in the Gurk Valley. Daniela, Richard and their daughter Michaela, who was and still is involved in the farm, are a closely-knit team. They laugh and joke a lot together, discuss and take care of things. Michaela recalls: "To grow up on a farm is the best thing that can happen to you. I had a great childhood!"

Daniela, who is a trained cook and the boss of the dairy cows and their offspring, is in the stable Her favourite is the dairy cow Lafée, who she raised with a bottle. Richard takes care of the fields and tractors. Glancing at his wife and daughter, he emphasises: "We don't adhere to classic roles here. I know how to take care of the cows and my wife and daughter can drive tractors better than many others." Talking about Michaela, her father says she has an eye for animals and the right feel for technology. The active parents are happy that their responsible daughter wants to work on the farm after her training and also take it over later.

"Because farming is my passion and I love animals", she says. "Nothing stands in the way for the further development of the farm in Gundersdorf," Daniela and Richard Truppe are happy and climb up into the waiting tractor. After all, it is a harvesting day along the gurgling river in Carinthia.

### THE NUMBER 1 IN THE POWERMIX: FENDT 312 VARIO WINS BEST IN ITS CLASS



This is what true progress looks like: The new 312 Vario with the Stage 4 / Tier 4 final emissions underwent the independent DLG PowerMix test.

The Fendt 312 Vario is the first tractor with the new emissions stage that went through the test in its power class (up to 99k W/135 hp). The results are very impressive.

- With 272 g/kWh\*, the new 300 Vario has the same outstanding results in diesel consumption as its predecessor.
- With an AdBlue consumption of 4.9 vol%, it even managed an impressive 41% savings compared to its predecessor with 8.5 vol%.

\* Results for the Fendt 312 Vario acc. to DLG PowerMix (data sheet 07/2016)  
[www.dlg.org](http://www.dlg.org)





# The new Fendt 500 Vario. Your ideal perspective.

**The 4-cylinder tractor, ranging from 125 – 165 hp, features the well-known Fendt operating interface and the VisioPlus cab with many updates. Besides compliance with the legal emissions standard Tier 4 final, AGCO/Fendt has also designed its 500 Vario tractor series to be still more efficient and equipped it with additional options that have been adopted from high-horsepower tractors.**

“The new Fendt 500 Vario now also complies with the European emissions standard Tier 4 final,” explains Walter Wagner, Head of Fendt Tractor Development. “Analogous to the well-known technology found in the 700 - 900 Vario high-horsepower trac-

»Diesel consumption can be reduced by up to 50%.«

tors, we now also use electronically controlled exhaust gas recirculation with map-controlled AdBlue injection and an auxiliary engine oil heat exchanger in the 500 Vario. With this technology

package, AdBlue consumption can be reduced by up to 50 percent compared to the previous model,” says Roland Schmidt about the Fendt experience. The 4.04 l four-cylinder Deutz engine with common rail injection and the tried and tested Fendt SCR technology offers an efficient, fuel-saving solution in combination with the coated soot filter (CSF), where passive regeneration is possible without additional fuel injection into the exhaust line.

#### Even more flexibility with VarioGuide

Fendt now offers the new VarioGuide guidance system, which was only available in high-horsepower tractors until now, in the ProfiPlus version of the new Fendt 500 Vario. With the new VarioGuide, customers can choose between two different receivers to match



their requirements and local circumstances. Available for the entry-level variant is the NovAtel Receiver with the correction services EGNOS/WAAS, RTK via radio or NTRIP. In addition to the well-known correction services EGNOS/WAAS, RTK via radio and NTRIP, the Trimble receiver also supports further services, such as RangePoint RTX™ and CenterPoint RTX™. The Trimble xFill™ technology provides a fill-in time of up to 20 minutes. Depending on the guidance system and correction services, VarioGuide works with an accuracy of 20 cm to 2 cm.



Fendt Marketing Director Roland Schmidt in front of a Fendt 516 Vario.



#### New terminal generation

“Our Varioterminal integrates all tractor and implement functions in one terminal. The well-known Varioterminals 7-B and 10.4-B in smartphone look are now also available for the Fendt 500 Vario,” says Roland Schmidt, Fendt Marketing Director. “They are marked by intuitive operation through the combined use of touch and key control elements. Thanks to the new bracket with ball joint, the Varioterminal can be adjusted even more flexibly.” The terminals have a clear resolution with LED backlighting and the scratch-proof, one-piece glass surface is easy to clean. In addition to operating the

basic tractor functions, the Varioterminal 7-B also can control ISOBUS-capable implements and program the Variotronic™ headland management. The 10.4-B terminal also has two camera ports, the VarioGuide guidance system, VarioDocPro documentation system and data transfer per Bluetooth.

#### Three-speed rear PTO with 1000E PTO

The direct power flow from the engine to the PTO means the Fendt 500 Vario achieves especially efficient power transmission. The optional 1000E rear PTO complements the previous line of three PTO speeds, 540, 540E and 1000 rpm, for different types



The Head of Fendt Tractor Development, Walter Wagner.



The new Fendt 500 Vario has a higher rear axle load of one tonne.

of work. With the optional 1000E rear PTO, implements with a high speed requirement can be operated especially fuel-efficiently and the tractor's range of applications can be expanded. “According to in-house studies, up to 7 percent fuel can be saved during PTO operations,” explains Walter Wagner.

#### All-round talent for versatile operations

A compact design, exceptional manoeuvrability and a broad range of equipment options distinguish the Fendt 500 Vario. Its low vehicle weight of 6.1 t and a high 4.4-t payload in combination with a rear axle load that has been increased by 1 t to 8.5 t, the tractor can manage a high load during operation with mounted implements. The permissible overall weight is therefore 10.5 t. “To ensure that the Fendt 500 Vario also complies with the requirements of the international market, it is available with a flanged as well as a stub axle. The track width can be set flexi-

### 7 percent fuel savings for PTO operations

bly,” emphasises agricultural engineer Roland Schmidt, explaining the advantages of the axle options. The front loader, developed by Fendt, is available in two different versions from the factory: the Fendt Cargo and Fendt CargoProfi. The Fendt CargoProfi also offers an integrated weighing, shaking and memo function. The lifting height can also be limited, for example when driving through low entrances and passages.

#### Comfort and safety

The well-known VisioPlus cab with the curved front window, has been updated in several areas. New is the 300 degree front wiper with an expanded wiper field, which guarantees an optimal view to the wheel arches and the front loader, even in poor weather

conditions. The Profi and ProfiPlus versions have a 300 degree wiper as standard.

“The modern lighting concept, which can be switched to LED work lights as an option, ensures more effective illumination,” reports Walter Wagner about the LED lights with illuminating power totalling more than 37,000 Lumen, for low power consumption and a very long life.

The super comfort seat Evolution dynamic Dualmotion is now available with a genuine leather cover for the driver and passenger seats as well as the steering wheel for the first time. The Dualmotion backrest adapts itself to the driver's turning movements and stabilises his back. The seat is also available with dynamic damping, seat climate control and heating for even greater comfort.

“Also new is that the Fendt 500 Vario is now available with an optional electronic immobiliser. With this we offer our customers more security, even after the work day has ended,” says Wagner.

#### Market launch in North America

The market introduction of the tractor took place in North America for the first time in Fendt history. On 25 August 2015, the new Fendt 500 Vario was launched at the AG Progress Show in Pennsylvania and in February of this year was awarded the AE 50 Award of the American Society of Agricultural and Biological Engineers (ASABE) at the National Farm Machinery Show in Louisville (Kentucky). The series received the award for innovations that were only found in high-horsepower tractors up to now, such as the Variotronic operating interface via a terminal, the VarioGuide guidance system and the VarioDoc documentation system.

You will find more information at [www.fendt.tv](http://www.fendt.tv)



### A 500er for Dad and a 900er for the son

Lavon Jantzi could not have been any more excited as he watched his new tractor with front loader arrive in May. It was exactly the shiny Fendt 939 Vario that he had been dreaming of for months, and here it was, finally, tethered on a flatbed trailer from the Maple Lane Farm Service dealership. Lavon, however, is only four years old and the flatbed trailer not only transported his pedal tractor, but also the new Fendt 513 Vario for his father Jason.

"He has wanted a Fendt pedal tractor for a long time already and saved his allowance, hoping that he could buy one soon," explains Jason Jantzi, who owns 120 hectares of land and a farm with 40 cows

"Mine will be unloaded first!" The 4-year-old Canadian immediately takes his pedal tractor in possession.



"I took over our farm from my father in 2003 and the entire family helps, so we do not have to depend on employees."



## 134 horsepower arrives in Canada

For the first time in Fendt history, a tractor series was launched on the North American market first and only thereafter on the German market. That is why there are already customers in North America and even a medal for the tractor with Tier 4 final emissions. At the National Farm Machinery Show in Louisville, Kentucky, the Fendt 500 Vario received the AE 50 Award from the American Society of Agricultural and Biological Engineers (ASABE).



in Milverton, Canada. "He came with me each time I visited my dealer, just to see if he had already saved up enough money for it. That is why I ordered a small tractor for Lavon when I bought the Fendt 513 Vario," reports the farmer.

It is Lavon's first own Fendt tractor, Jason and his wife Rochelle, on the other hand, already own several. The family with three sons, Jarrell, Kerwin and Lavon, and two daughters, Alyssa and Marcia, already has three Fendt tractors. All are used on the farm as well as in their own contracting business Jama Custom Farming, which specialises in forage harvesting. They have a Fendt 822 Vario, 817 Vario and a 714 Vario with

front loader. The 822 Vario works in front of a large Hesston 7433 baler, while the 817 Vario pulls a three-unit mower combination. A neighbour, who Jantzi frequently helps in his contracting business, pulls his Hesston 2150 baler with his own Fendt 824 Vario. The 714 Vario, on the other hand, is used for transport and loading bales or driving a bale wrapper, which can wrap individual bales or a complete row of bales. The 513 Vario is primarily used for the hay rake and can also do loader work, if necessary. In the spring, says Jantzi, he will sow alfalfa with an AGCO seed drill.



Everybody is standing proudly in front of the new Fendt tractor, only Lavon does not want to part with his tractor.



"Maple Lane offers us the best service," praises Jason Jantzi.



"The 513 has enough hydraulic power to load large square bales weighing up to 450 kg. I only have to mount a weight at the rear to balance the tractor. What I like the best, however, is its manoeuvrability," he says, highlighting the advantages of the tractor. He owned a Fendt 411 Vario before buying the Fendt 513 Vario. He was very excited to find out that the new one has the same manoeuvrability that he is already used to and offers higher performance to boot. Over 200 work hours in only three months speak for themselves.

»I like the reliability of Fendt tractors.«

#### Alfalfa and maize for the dairy cattle

"We mow a total of more than 1000 hectares of grassland and bale 25,000 bales per year including hay that is delivered to us," says the farmer. "However, we only wrap half of these bales at the most," he adds and mentions that the contractors do a lot of work for the local Amish farmers, who are not allowed to use high-tech. "We store the entire alfalfa harvest that we feed to our cows as wrapped silage bales, and any extra bales are sold as dry hay." In addition to nearly 30 hectares of maize, which are mainly fed to dairy cattle as maize silage, Jantzi also plants 16 hectares of wheat, which is sold. The rest of the arable land is used primarily for the cultivation of alfalfa. An exception was a 16 hectare soy field last spring with installed drainage system to improve drainage of the field.

"Mowing is more fun when done together, so Lavon comes along. He likes the Fendt 513 Vario the best."

#### Reliability when baling

Naturally, the variety of seeds and the different implements for them, make the farmer appreciate his Fendt tractor even more. The biggest advantage is the transmission, which simplifies speed adjustment of the tractor to the baler and swath conditions. "I like the reliability of Fendt tractors. When baling, we cannot afford downtimes, especially if the forecast calls for rain. Luckily we have very few problems with our machines and if something should happen, our dealership, Maple Lane, helps us immediately, although they have to drive almost 45 minutes to get here," says Jantzi emphasising their excellent collaboration with their dealer. Through the well-organised service, technicians already know before arriving, where the problem lies, and can bring the proper spare parts with them to the appointment.

"The ease of operation is a great benefit for all of us. My 14-year-old son, Jarrell, often helps during forage harvesting and the Fendt tractors are ideal for drivers with little experience, since the operating interface in all the models works nearly the same way and changing between the machines therefore poses no problems," he explains. Little Lavon likes to drive with his father in the big Fendt tractors, but not in every one of them "The 822 does not have a comfortable, cushioned passenger seat like the other tractors, only a hard plastic seat," explains Jantzi. "That is why he always asks which tractor I will be driving, before he decides. Otherwise his usual answer is: I think I will just stay here and play." Playing means that Lavon pushes forage to the dairy cattle with his front loader. Naturally, that also means more work hours for his Fendt 939 pedal tractor.

Lavon still takes his place in the passenger seat, but one day he will surely be behind the steering wheel.



# Norway: between automatic egg cooker and hook lift container



Morten Engan from Lånke/Hell uses his new Fendt 828 Vario S4 as a tractor for a tipper from Foss-Eik.

"In addition to farming operations, I also take on construction work. I need the right equipment for this, reports Morten Engan from Lånke in the Trøndelag region of Sweden. "This tractor is the fifth Fendt that we have bought. I had to replace one tractor, so now we are back to four."

The cattle breeder bought a Fendt 828 Vario in Fendt Nature Green from the Eiksenteret Stjørdal dealership.

"The Fendt 828 Vario is a powerful tractor and we use it for heavy-duty work. One of the things I use it for is work with a tipper from Foss-Eik. I also already invested in GPS in view of the planned purchase of a butterfly mowing machine," says Morten Engan.

## "People thought I was crazy"

Engan bought his first Fendt in 2004, which was a great sensation in his village east of Trondheim.

"At that time, not too many people owned a Fendt. That is why the people thought I was crazy. Now Fendt tractors are no longer unusual. The brand is known for its low diesel consumption. Furthermore, it has outstanding ride comfort, especially on long work days."

Morten Engan's farm encompasses 550 ares of grain as well as 750 ares, which is used for grass and 430 cattle. Engan's partner, Therese Haugan, also runs a laying hen farm. The farm boasts a small sensation: the first egg automat with card terminal has been

**Norwegian customers demand a lot from their machinery. Since one's existence in a sparsely populated country is dependent on the reliability of the machines, Norwegian farmers very consciously decide to buy machinery with outstanding quality. Lars and Gudbrand Jemlie from Ridabu and Morten Engan from Lånke have very deliberately decided for the tractors from the Fendt 800 Vario series.**



Morten Engan and his partner Therese Haugan's farm has the first egg automat with card terminal on the barn wall.

installed on the barn wall. Morten Engan sells 30 eggs for 60 Norwegian crowns, which is equivalent to approx. 6.40 EUR.

"The small farm on which I grew up has been changed into single family houses. Despite this, he

»The brand is known for its low diesel consumption.«

went to agricultural school. I was 17 years old when this farm here was sold. But after a while I was able to take over it. First I rented it. Then in 2001 I bought the farm and invested in a new cattle and poultry stable."

## Convinced by Fendt

As the first Fendt rolled into the farmyard, Engan worried that the Vario transmission might be too complicated. These concerns, however, dissipated very quickly.

"If you take some time for it, you find that many of the functions are self-evident – it just requires a bit more common sense. Once you are used to the Vario transmission, you no longer have to think about it again," says the Norwegian, smiling. "Even if a Fendt is not cheap to buy, the quality pays off. The resale value is pretty high, too. And if anything should hap-

## NORWAY



Norway has a population of 5.2 million.

Norway protects its farming against international competition. Norwegian farmers get an average of about 60 percent of their gross income from subsidies and benefits (OECD 2015), that is the highest share in global comparison.

The number of agricultural enterprises is about 43,000. The land used for agriculture totals nearly 10 million hectares, i.e. about 3 percent of the overall area of the country. Norway does not participate in the common agricultural market of the EU.

In the forestry industry, the productive area is only 25 percent of the land in Norway, due to geographic specifics. An efficient forestry industry frequently fails because of difficult natural conditions (steep slopes, no transport paths) and lacking financial incentives.\*

\*Source: Department of Foreign Affairs



**Gudbrand Jemblie:**  
 “Fendt is known for its low diesel consumption. In addition, it offers outstanding ride comfort, especially on long work days.”

pen, we always get help fast from Eiksenteret Stjørdal. Ultimately, the decisive factor is how high the costs per hour are and if the equipment is tailored to my needs and that it works, when I need it.”

#### Working in Central Norway

In Ridabu, a village near Hamar, Gudbrand Jemblie and his son Lars manage a farm together. They also decided to buy a Fendt 828 Vario.

“We saw the Fendt tractor at the Agrotechik trade fair in Oslo in November and we really liked it,”

»We decided to buy the tractor mainly because of the comfort it offers and the Fendt quality.«

reports Gudbrand Jemblie. “That is why we traded in our other tractor, which we have owned since 2013, for a new Fendt.

The tractor is a ProfiPlus version in Fendt Nature Green with additional air tanks. It is fitted with extra equipment, starting with extra work lights, over front hydraulics and PTO to an improved seat.

“We decided to buy the tractor mainly because of the comfort it offers and the Fendt quality. At the same time, we see the benefit of having a high-horsepower tractor, so we can drive to the field with the large hook lift trailer, unload the container and transport the full load of grain, also for other farmers. With the PTO in the front, we can also mow grass,” he adds.

#### Service is the one and all

The farm houses 80 sows, amongst others. Lars Jemblie also owns a small workshop. Here he has an old Fendt 308, which will be renovated completely. The new Fendt was delivered to the Jemblies by Eiksenteret Furnes.

“First we wanted to import a used tractor, but decided to buy a new one from Eiksenteret Furnes because of their good service. Contact with the dealers runs smoothly and the team is extremely solution-oriented. My brother was a farmer, now his son has taken over the farm. He also drives several Fendt tractors and has never had any major problems with them,” reports Gudbrand Jemblie.



**Fendt Full Line:**  
 Forage harvesting machinery now also in Fendt Nature Green

Fendt presented its forage harvesting machinery at the Agritechnica 2015 for the first time and thus expanded its line-up to become a full-liner. Starting this season, the entire Fendt forage harvesting line will become available.

Whether drum or disc mower, tedder or hay rake – working quality, efficiency and profitability also count here.

Intelligent solutions down to the very last detail, which simplify work and ensure the best forage quality, are what make the difference here.

The ISOBUS-controlled Fendt Slicer disc mowers with working widths from 2.42 to 9.30 m, adapt themselves to the different structures of the forage quickly and individually. The precise cut in combination with the streamlined form of the underside of the profiled cutter bar, ensures clean, high-quality forage.

But the other Fendt forage harvesting implements also have features to offer true grassland pros.

- **Fendt Cutter**  
 Drum mower with 5-bearing cutting drum and TurboLift mower unit relief

- **Fendt Slicer**  
 Disc mower with TurboLift, DriveGuard cutting disc protection, ComfortChange quick-release blade system and SafetySwing impact guard

- **Fendt Twister**  
 Tedder with Super C-tines with loss protection, synchronised lifting facility and safety shutdown

- **Fendt Former**  
 Hay rake with easily adjustable cam track, fully cardanic rotor suspension with Jet Effect, CamControl for more ground clearance at the headlands and SteerGuard steering

You will find more information on the new Fendt forage harvesting technology at [www.fendt.com/futterrente](http://www.fendt.com/futterrente)



**Visit us at the Bayerischen Zentral-Landwirtschaftsfest**

From 17 to 25 September, the Bayerische Zentral-Landwirtschaftsfest (ZLF) will be held for the 126th time right next to the Oktoberfest on the southern part of the Theresienwiese in Munich. Fendt will be represented there stronger than ever! In addition to the well-known ranges, you can experience the new Fendt 500 Vario, the Fendt 1000 Vario and the entire forage harvesting line from Fendt there.

For the ZLF prize draw, the Bayerisch Landwirtschaftliche Wochenblatt and the dlz Agrarmagazin are giving away a very special main prize. For the first time there is not only a tractor to win, but also an implement to match: a Fendt 310 Vario including the Fendt Cutter 3140 FPV drum mower – naturally in new Fendt Nature Green.

The ZLF is open daily from 9:00 am to 6:00 pm. New: After the exhibition ends at 6:00 pm, the ZLF marquee with beer garden will also be open for Oktoberfest visitors until 10:30 pm.



**The ZLF Award: A Fendt 310 Vario with the Fendt Cutter 3140 FPV drum mower**



# Fendt 1000 Vario excites customers

**In September, the production and delivery of the Fendt 1000 Vario will begin in larger numbers. Up to now, it has already won eleven awards in six different European countries and was presented at international trade fairs, including ones in Brazil and the USA. On the Fendt 1000 Vario tour throughout Europe, farmers and contractors were able to test the world's largest standard tractor for themselves and get their own first impression.**



Whether Challenger Yellow or Fendt Nature Green – the 1000 Vario is “Made in Marktoberdorf”.



Starting September, the Fendt 1000 Vario will be manufactured in larger numbers. Delivery to the first customers will also start then. By the end of the year, the first 170 units will have been produced in Marktoberdorf. Naturally in new Fendt Nature Green.

## Internationally successful

The Fendt 1000 Vario already won five awards in different categories at the Agritechnica 2015, including “Tractor of the Year 2015”. Afterwards it was shown at further international exhibitions. It won eleven awards up to now, in five different European countries, both for its well thought-out overall design concept and its special innovative components, such as the Fendt VarioDrive drive train.

The Fendt 1000 Vario also impressed through its especially compact and elegant design. In Munich, the Fendt designer team accepted the internationally renowned iF DESIGN AWARD in Gold for the “well



Fendt designers Tom Maier (centre) and Jan Weigand (left) accept the iF Design Award in Gold.

thought-out design” of the 1000 Vario. With the Red Dot Award for Product Design, it received another coveted award. The jury’s statement specifically praised the combination of function and an expressive design.

## Colour play on the American continent

For the first time in the 85-year history of the company, a tractor model for a different brand will be produced in Marktoberdorf. For the US market, depending on the sales network, models will also be offered for the AGCO brand Challenger parallel to the Fendt series.



Hagemann tested the Fendt 1000 Vario with his own cultivator from Köckerling.

The Fendt 1000 Vario was presented to North American farmers for the first time at the National Farm Machinery Show in Louisville, Kentucky, the largest indoor show for agricultural machinery in the USA. A track width of 60 inches was specially developed for row crop operations on the North American and Australian markets. Furthermore, the American equipment variant has a rear lift with a quick-hitch frame or swinging drawbar. In South America, the Fendt 1000 Vario was shown for the first time at the most important agricultural equipment trade fair in Brazil.

#### The Fendt 1000 Vario tested by customers

In the middle of Mecklenburg in the small town of Groß Salitz, Henning Hagemann is testing the Fendt 1050 Vario. His arable farm has 1150 hectares of land that he cultivates with only five people. "We manage arable farming well with this team; only during the harvest do we need reinforcement and hire two trainees," reports the friendly farmer. Henning Hagemann also cultivates 100 hectares of sugar beets

and, in the winter months, he occupies his employees with deliveries for direct marketing. "Direct marketing is important to us and sugar beets are not available in large quantities in our region," he says, describing his business model.

Up to now, Hagemann has been cultivating his land with tractors from another brand. He has been wanting a tractor from a higher hp class for a long time and has already looked around for different alternatives. "We also tried several tracked tractors, but it turned out that tracks are not ideal for our farm, since we have to drive quite a few kilometres," he explains his search for the right machine. "At the last Agritechnica, I met the Fendt factory representative Uwe Stief and I talked to him about the 1000 Vario. Uwe explained the machine to me, but I couldn't really believe it all at that time," laughs Henning Hagemann. In the spring of 2016, the Fendt 1000 Vario was demonstrated directly on his field. "Driving and trying it out for myself, that is what finally convinced me," he says, describing his test drive.



Henning Hagemann (second from left) has the Fendt VarioDrive explained to him.

»I was impressed at how well the 1000 Vario was able to deliver its power in the field, even at low engine speeds. And especially how quiet it was in the cab.«

#### Customers do the driving

The testing was carried out with his own cultivator from Köckerling, 5.70 m wide and approx. 30 cm deep, as well as a 6-m wide cultivator from Väderstad. The ground was dry on that day. "I was impressed at how well the 1000 Vario was able to deliver its power in the field, even at low engine speeds. And especially how quiet it was in the cab," said Hagemann about the Fendt iD low engine

speed concept. The new Fendt VarioDrive enables a low engine speed with high torque, for fuel-saving tractor operations. "The tyre pressure regulation system VarioGrip is top and it can be conveniently controlled from the cab. Overall, I really liked the controls, and it also has a small turning radius," says the farmer from Groß Salitz, putting his enthusiasm in words. "A wheeled tractor offers great advantages for us, especially in comparison to tracked tractors. It is versatile, faster and needs significantly less fuel than our previous machines," he says, regarding the efficiency of the machine.

It is already clear what kind of work the Fendt 1000 Vario will be doing. "Mainly deep, but also flat, cultivation and heavy draft work and preparing seed beds in the autumn." Not only the boss will be driving it then the entire staff, including the trainee, will be allowed to experience the benefits of the Fendt 1000 Vario.



# The colourful & lively Fünfschilling Estate



## WINE TAVERN

For a restaurant, where wine-growers offer their own wine and some food, to be designated a seasonal wine tavern (Straußenwirtschaft), it must have a maximum of 40 seats. The regulations, as well as the designations differ from state to state. Depending on the region, they may be called Besenwirtschaft, Besenschänke, Rädlewirtschaft or also Kranzwirtschaft.

**Farm store, fruit, restaurant, wine and much more are found on the Fünfschilling Estate in Baden. What started as a small family farm with mixed farming, is now a diversified company.**

### Explosion of colour in Fischingen

The Fünfschilling Estate is idyllically situated between vineyards and orchards in Fischingen in Baden. From the farm store to a restaurant to the vineyard, Stefan Fünfschilling offers a line of diverse products. The appearance of his company is just a colourful. While the cherries, apricots and peaches provide colour in the fields, inside one room is green, while another radiates in pink. The well thought-out colour design is a recurrent theme throughout all the branches of the company, from the labels on the wine bottles to the Fendt tractors. Namely, they are all painted black. The black colour actually started out as a joke. "I asked my driver Yves, what kind of tractor he will buy next and he just said: "Black!" explains Fünfschilling, laughing about his conversation with Yves Trefzer. "He just wasn't excited about green. So this way everything fits well to our colour concept. Then the decision was very easy," he explains.

### Fruit and wine-growing – a perfect combination

The fruit production industry was already under pressure while Stefan Fünfschilling was completing his training as a gardener specialising in fruit-growing. During his civilian service on the wine estate, Stefan Fünfschilling discovered his love to wine and got to know his current cellarer Jörn Stiefvatter there. "I started with two wines and a seasonal wine tavern. Today the business encompasses 30 ha of fruit plantations, 30 ha of vineyards and 20 ha of arable land

"We have a 200er without a cab that we use for cherry harvesting, it makes the constant climbing up and down easier."



as a reserve that is planted with different kinds of grain or sometimes pumpkins or lettuce.

### High-quality technology

"My employees are big fans of Fendt. We can easily switch between all the tractors and can couple implements in a short amount of time. Furthermore, we can always rely on this technology," says Fünfschilling, explaining his decision for buying Fendt. He has seven in his business. "Markus was a present from heaven, he knows his Varios down to the last detail and understands the requirements for my business. During my first visit in Marktoberdorf, I wanted to look at a tractor with a front loader in the depths of winter. Everything was covered with snow and a layer of ice. Markus brushed snow from the

»We can easily switch between all the tractors and can couple implements in a short amount of time.«

machine with his sleeve and showed me how to attach a front loader. He didn't bother keeping his shirt clean, that was not important to him, and that impressed me," says Fünfschilling, describing his meeting with the Fendt factory representative Markus Arnegger. "We have known each other since you brought the first tool carrier, so that is more than ten years ago," recalls Ralf Rieder, salesperson at the ZG Weil am Rhein. Fünfschilling especially appreciates Rieder's reliability and honesty. "We are both pragmatic and solution-oriented and through our long collaboration, he knows my business extremely well, that is why I can always rely on him," says Fünfschilling.



Stefan Fünfschilling looks after his wine personally. He got the idea for the vineyard through his travels in the New World.

In vineyards, the Vario transmission is an advantage when doing slow work, because it has no gear steps, so power is not lost through shifting. Furthermore, the high number of combination possible with different implements is another plus. "The Fendt tractors are not only technically modern – through the

»One of my friends mows my lawn with the 200er, just for relaxation.«

suspension, noise protection and design of the cab, work is really a pleasure," raves Nicolas Scherer, standing next to his Fendt 209 V narrow track tractor. Soon he will go into the rows with the leaf vacuum, while Yves Trefzer prepares the seed bed in the new vineyard with a rotary harrow. "One of my friends asked me, if he could mow my lawn, just for relaxation. When I put him in one of my 200ers, he was so fascinated that he now also mulches my vineyards with gusto, whenever he has a bit of spare time. That is real proof for the love of great engineering," says Fünfschilling, grinning. Of course, the tractors are not only used in the vineyards. A few kilometres from the vineyard lie the orchards, where the cherries are being harvested right now, and a new apricot orchard has been created. When buying new equipment, his focus is on high quality and fulfilling special needs. "I inform myself, also on an international level, and if the quality is not right, I simply wait another year with my investment," he says, describing his demands on new machinery.

#### Demanding wines

Stefan Fünfschilling's vineyards lie in the Markgräflerland region and have a fantastic view over three countries: Germany, Switzerland and France. "My vineyards are distributed all around the estate, so that we have different soils. We can use that well for different wines, because every one of them has their own special advantages," explains the entrepreneur.

A great team (front left): farm manager Stefan Fünfschilling, wine-grower Yves Trefzer, sales consultant Ralf Rieder and Fendt factory representative Markus Arnegger.

From lossy soil to sandy soil to heavy clay soils, Fünfschilling can make use of the particular advantages for his wines and also cultivate very demanding varieties of grapes. He can make a dry Pinot noir, just as well as a sweet Gewürztraminer or also his favourite wine, a semi-dry Chardonnay. "It tastes fruity and fresh, has a great aroma and a nice bouquet and is simply uncomplicated. For me, that is the best combination," raves Fünfschilling, about his Chardonnay. It also sells well, which makes him twice as happy.

#### From fried eggs to spaetzle

He likes it best uncomplicated. "We have a menu with great food, but we are not a star-rated restaurant. We want to attract as wide a public as possible. We want everybody to feel at home here, from groups of students to families to Swiss bankers. That is why we are open the whole day long," he explains. One can observe the success over the entire day. The guests at the tables are constantly changing, and with them the food. According to Fünfschilling, many visitors combine their visit to the restaurant with shopping in the farm's store. And that is why it has special opening hours up to 10:00 pm. Besides fresh fruit and juices, jams and cookies, pastries and vegetables as well as wine and sausages – everything the heart desires, is produced on the farm or in the region. "And for the crowning finale, many people treat themselves to our homemade ice cream," he says, winking an eye. This is highly recommended.

#### Inspiring travels in the New World

Travels to Australia and New Zealand, where vineyards draw more young people than in Europe, inspired him. "If it works there, it must also work well here, too," he thought and realised his ideas in the restaurant and wine menu. Then came the farm store, bakery and patisserie, to sell his own products and to increase utilisation in the restaurant.



**Trade Fair for Fruit and Wine-Growing  
27 – 30 November 2016**

The "INTERVITIS INTERFRUCTA HORTITECHNICA" will be held again at the end of the year in Stuttgart.

Fendt and its distributors BayWa AG, RWZ Rhein-Main EG and ZG Raiffeisen would like to invite you to visit us in Hall 1, Stand 1E 51.



German dressage riders win team gold  
(from left): Isabell Werth, Dorothee Schneider, Sönke Rothenberger and Kristina Bröring-Sprehe

## We congratulate the German National Equestrian Team to their outstanding success in Rio!

**The German National Equestrian team proved their world class again at the Olympic Games in Rio de Janeiro.** The multiple Gold, Silver and Bronze medals significantly raised the medal count of the German Olympic Team. We would like to name two athletes as an example for the excellent quality of the entire equestrian team. The exceptional rider, Isabell Werth, wrote Olympic history. In no Olympic riding discipline has anybody stood on the winners' rostrum as often as the 47-year-old. Eventing rider Michael Jung already own an individual Olympic win in London 2012. Now he succeeded in defending his title with his gelding Sam. **The entire Fendt Team would like to congratulate the German National Equestrian Team!**



Michael Jung won the first Gold Medal for the German team

### Fendt will sponsor the National Equestrian Teams for another 10 years

At the Olympic Games, the German National Equestrian Federation (FN), the German Olympic Equestrian Committee (DOKR) and AGCO sealed the continuation of their collaboration, which has been in effect since 2010. The Fendt brand will continue to be the main sponsor of the German National Equestrian Teams in the Olympic disciplines dressage, show jumping and versatility until at least 2026.