

FIERAGRICOLA
**Innovations in
the medium-low
power range**



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THE COMPANY
**On-going
improvement**

Cover photo.

The new 2 Series with cab.



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IL LANDINISTA

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“Do, Know how to do, Create know-how”

Over the past few years Landini has made use of skills acquired in over **130 years of history** and has set up concrete projects that have revolutionized the product range (from high to medium power machines and even the specialized versions) in an amazing way.

In addition, Landini has promoted these projects by launching communication campaigns and demos able to show the machines at their best since, for **Landini** and **Landini enthusiasts**, tractors are a real passion.

These (only apparently) simple steps enshrine Landini's growing success both in Italy and abroad, where an increasing number of farming professionals rely on our 100% **Italian-made** tractors, while distrusting those who only “pretend” to manufacture in Italy.

This is why, on 10 April during the open-house event at our Fabbrico headquarters, we were proud to welcome over **1600 visitors** as well as all the colleagues who nurture the **Passion for Landini** each day.

The surprises and new ranges launched are not just limited to the trade shows held during the first half of the year (Verona, Saragoza, Corato-Bari) but will continue at **EIMA 2016**, where the Landini family will be even more complete, renewed and ready to overcome challenges both at home and abroad, where every Landini enthusiast is an ambassador for the tractors “**we've been making for a very long time!**”.

Antonio Salvaterra





On-going improvement

Argo Tractors invests in the production process, pursuing with determination the road to innovation.

Invest in product and production process renewal. It was with this challenging goal that, starting back in 2013, **Argo Tractors** began a radical re-organization process that also involved the tractor range and production lines.

An essential approach, since the quality of our tractors is the result of a long series of operations that begin with design engineering and terminate when the machines are shipped to the dealers. Operations in which Argo Tractors has made constant investments over the past few years while remaining true to a strictly *Made in Italy* concept whereby everything, from designing and manufacturing components, including the transmissions, takes place in the facilities of **Fabbrico**, **Luzzara** and **San Martino in Rio**, right in the heart of Emilia's 'Motor Valley'.

New manufacturing technologies

First of all, the investments made by the Group have concerned the manufacturing technologies, which are the most modern now available in the market, with robot-controlled systems, three-dimensional control machines and fixtures with millimetric accuracy levels. Nine latest-generation machining centers have been installed and are now used for machining cast iron castings, while the assembly lines and **Shipments Terminal** have all been modernized. This latter covers an area of

some 57,000 sq m and includes a new truck and container loading platform.

The Kaizen Project

Argo Tractors has constantly implemented the **Kaizen** project as it proceeded with the ambitious plan to renew its procedures to the advantage of quality.

The project, which got off to a start in 2013, has allowed double-digit improvements to be achieved both as to productivity and finished product quality, while cutting down the assembly times by 15-20%.

This has also led to financial benefits, since stocks management has improved both as to value and accuracy, with less waste. The offer of options has been rationalized by eliminating products with a low turnover, which complicated the management processes to a considerable extent. But the most important result was that all this triggered off a continuous improvement process which still proceeds at all corporate levels.

Decision gates

Application of the Kaizen method has also led to the introduction of "**Decision gates**", check points located along the tractor assembly lines allowing any faults that may occur to be detected and eliminated before they are able to continue along the line.

Each day, the production line foremen meet in an area called "**Kaizen Point**" to gather information about all the chances for improvement reported in the Gates during the day. The qualitative *performance* and field reports are also posted in the *Kaizen Point* for the purpose of informing the line workers and making them accountable for the results of their work while involving them in the problem-solving tasks.

Assembly lines.
Left **Fabbrico** and right, specialized tractors in **Luzzara**.



► Research & Development

When it comes to products, Argo Tractors has invested an annual 5.5% of the turnover in **Research & Development** over the past 3 years and has built a pioneering new 3000 sq m structure to this end. The building houses a specially outfitted area for the purpose of creating new prototypes plus three test benches, two for testing engines and one for



Fabbrico.

Top: A view of the new Research & Development department.
Left: the loading platform at the terminal.

transmissions, designed for *testing* all 50 to 350 HP tractors.

An important step forward has also been taken as to *software*, since an ultra-modern CAD now allows the operator to create extremely real 3D simulations and speed up the design engineering stage to a considerable extent.

Qualified human resources

Investments in qualified staff members have been a fundamental part of the Research & Development project: newly recruited engineering staff skilled in mechanics have been attending to the strategic

evolution of all the ranges adopted over the past few years. In practice, along with the investments in technology, the company decided to employ new, highly qualified professionals in the new facility, each specialized in specific research and development tasks.

Once again, everything takes place in perfect harmony with the philosophy of the Kaizen project, where man is considered the strategic factor for growth. Thus total respect for the needs of the workers and their involvement in the attainment of corporate goals, through to on-going training so as to adapt their professional skills to the continual evolution of the technologies used. ■

THE FABBRICO FACILITY



Established by Giovanni Landini 132 years ago, the Fabbrico facility now covers some 132,000 sq m of which 55,000 sq m are taken up by buildings.

The Fabbrico plant manufactures all Landini's 80 to 215 HP tractors with a production capacity of 60 machines per day. A further 60 machines per day also leave the assembly lines of the Luzzara and San Martino in Rio plants. Production follows the "free mix" concept: each tractor on the assembly line is different from the other as to model and specifications.

All the products are designed in the Fabbrico plant where over 100 professionals work in the Research & Development department.

Strict compliance with all the occupational safety standards and all measures able to abate the environmental impact of the industrial processes in the plant have always been priority issues at Fabbrico.

Argo Tractors: **open house** on 10 April 2016



Open House. Tractors on show in the courtyard.

It was an intense and exciting day last 10 April, as 1600 people took part in the **Argo Tractors Open House** event, when the Fabbri tractor facility was able to share, with the public as a whole, the results of the radical internal re-organization and development process that had been going on for the past three years.

Thus the visitors were ushered into a facility revamped by the adoption of new technologies and latest-generation computerized numerical control machines. A facility now conducted according to the **Kaizen** production system, which has involved all the tractor plants by improving the industrial, assembly and

quality processes, reducing waste and production costs as a consequence.

In addition, the new test track built near the **Shipments Terminal** now allows Argo Tractors to function at a level of accuracy, reliability and safety able to conform to the increasingly higher production standards of the new tractor ranges, machines that epitomize the strictly *Made in Italy* concept.

Some of these tractors, the result of new manufacturing processes, were aligned in front of the entrance and along the tour route, in full sight of the visitors who made this such a memorable day. Another of the attractions was **Bufalo**, protagonist and winner of 11 Italian **Tractor Pulling** championships, the machine that has always been able to beat its fierce international competitors.

The participants thoroughly enjoyed the visit to the enormous satisfaction of the Argo Tractors staff members who had dedicated time, commitment and enthusiasm both before and during the event in order to proudly present an efficient Italian company capable of adding value to Landini's tractors. ■

Fabbrico. Visitors as they are shown around the plant.



Agritechnica, towards enhanced



4 Series.
Tractor of the Year finalist.

The last edition of **Agritechnica**, in Hanover, was an enormous success with 450 thousand visitors from 115 countries. Thus last November, at Hanover's eagerly awaited international trade show, the focus was on the new-generation **7 V-Shift Series**, featuring the ZF continuously variable transmission and metallic blue bodywork. Only available for the international markets, the series comprises three models with 147, 160 and 176 HP NEF 4-cylinder engines and two 6-cylinder models featuring 181 and 195 HP power ratings.

The standard equipment for all the tractors in this range includes a 12" *touchscreen* monitor for controlling the operating parameters and tractor performance and the ISOBUS area, conforming to ISO 11783 standards. All models can be fitted with the optional PSM (*Precision Steering Management*) system, in which case they come with a second 8.4" *touchscreen* monitor for

control of the satellite steering system, *EazySteer* active steering function and ISOBUS advanced *section & task controller* functions.

The **6 Series**, with the two new **6L** and **6C** ranges was also on show at Hanover. Launched in the European market in three models, 6-145L, 6-160L and 6-175L with 143, 163 and 176 HP power ratings, respectively, and exhibited at Agritechnica in the operator-friendly version with the new sprung axle (*optional*), the **6L Series** represents the evolution of *Landpower* from the *Tier 4i* standpoint.

The range reflects the modern *Family Feeling* of Landini's more recent tractors and features a *restyled* cab with new colours for the interiors.

Hinged at the rear, the bonnet provides unrestricted access to the engine compartment. Swing-up cooler finings make cleaning and maintenance both easier and quicker.

7 Series.
The new-generation V-Shift on show at the fair.



Successor to the *Powermondial* Series, the **6C Series** was presented at the Hanover show in the form of the recent 6-140C model equipped with *FPT NEF Tier 4 Interim* engine featuring the *Selective Catalytic Reduction* system, able to provide 130 HP *unboosted* and 140 HP in *Dual Power*. The 6C Series has a 4-pillar cab with a new design concept that combines modern

Agritechnica.

The new **REX** and the **Landini-Nutella** corner.



performance

styling with a unique level of comfort comparable to that provided by the car industry. The basic version can also be supplied with the optional two-point mechanical suspension.

The axle (with or without brakes) also provides a new sort of comfort thanks to electronically controlled independent hydraulically actuated suspensions which, as an alternative to the standard fixed axle, guarantees high speed on rugged ground, increased lugging power and improved manoeuvrability, all to the benefit of comfort, safety and productivity. Standard equipment includes the *T-Tronic 36+12* transmission (3 *Powershift* speed gears), 5400 kg capacity electronically controlled rear power lift and a hydraulic circuit with 66 l/min flow rate in the standard version and 110 l/min in the "*Load Sensing*" (LS) closed-center version. A front PTO and 2,500 kg capacity power lift are also available as optionals.

The innovations presented at Agritechnica also involved Landini's low-power range, namely the compact **4 Series** featuring a transmission with *Hi-Lo* system, which joined the shortlist of **Tractor of The Year** finalists in the "**Best Utility**" class.

Available in both footstep and cab versions, this is a Series of low-power *utility* tractors suitable for all farm uses thanks to its small size and ability to work with both front and rear implements.

The range features *Perkins Tier 3* and *Deutz Tier 4 Final* engines with DOC oxidation catalyst, which does not require a DPF filter and subsequent regeneration cycles at high temperature.

Lastly, the **Rex** specialized tractor was also on show at the German trade fair sporting a new bonnet. Made of polymeric materials, the bonnet provides mechanical



strength, is resistant to external agents and reflects the enticing new *looks* proposed by Landini's latest generation machines.

Re-vamped as to appearance and in terms of comfort, with newly styled cabs, the technical-functional solutions of the new Rex tractors remain those of the previous series. The "**F**", "**GE**" and "**GT**" versions feature 3- or 4-cylinder *Perkins* engines with maximum power ratings ranging from 68 HP for the "Rex 70" version to 110 HP for *top-of-the-range* "Rex 120".

Once again, Landini's eye-catching *stand* set-up included an initiative which has become a firm favourite with the visitors: the area dedicated to "**Nutella**", the perfect combination of two Italian products of excellence appreciated worldwide. ■



Hanover. Model 6-175 presented at Agritechnica with metallic paintwork.



Fieragricola: innovatio



Verona. Launching of Landini's 2016 innovations.



There's no stopping Landini when it comes to renewing the entire product range. The Fabri-co-based tractor maker kept its promise to evolve all power brackets and last February, during **Fieragricola** (VR), launched important innovations in the medium-low power segment, with the accent on machines designed for farm uses, specialist work and ground care.

Designed to take over from the *Mistral* range with six modern, agile and compact models, the ultra-new **2 Series** was on show in a first-ever preview in the footstep version, but is also available with cab.

The first features to strike the onlooker are the new *design* and styling of the bonnet and roof. The 2 Series is available in the *standard* version and in a new "GE" configuration (footstep only) featuring rear final drives and platform carefully re-designed to be 95 mm lower than the previous *Mistral*.

The new **4D Series**, a sturdy range that will sensibly improve the performance already known to *Tech-*

nofarm users, was an absolute innovation presented at Fieragricola. The 2WD and 4WD tractor range, available in footstep versions although cab versions are planned for the future, features *Perkins Tier 3* (4-075D) engines, but *Deutz Tier 4 Final* engines are also ready for the respective 4-060D, 4-070D, 4-080D models.

Made in Italy by Argo Tractors, the transmission is the mechanical type with 4 speed gears and 3 ranges (a creeper is available as an optional). The four-wheel drive versions of the 4D Series feature electrohydraulically controlled 4WD engagement, 1 or 2-speed synchronized PTO, open-center hydraulic circuit with 45 l/min. flow rate to supply the power lift and control valves, rear power lift with up to 3400 kg capacity with supplementary ram, one control valve as standard equipment and one as an optional.

Alongside this version, the **4 Series 2016 Year Model** was on show at Fieragricola with an important



Fieragricola. The new 2 Series and 4D series on show in the stand.

ns in the medium-low power range

upgrade not only designed to improve ergonomics, but also efficiency and overall completeness.

Upgrading inside the cab has included installation of new control panels plus new gear shift, range shift and control valve controls, and new controls for the power lift (for both electronically and mechanically controlled types). The range has also been enhanced by the addition of new functions: *Engine Memo Switch*, the new 2-way hydraulic selector switch and *Ergonomic Lift System*, in the version with mechanical power lift. Compact models 4-060, 4-070, 4-075 and 4-080 feature certain other innovations involving the front axle braking system and the upgraded transmission for which HI-LO is now available.

Important restyling for the **5H Series 2016 Year Model** as well. A new look involving the cab, which now

features an upgraded and enhanced interior with new control levers, a new control for the electronic power lift and a new, optional, third mechanical control valve operated by a dedicated lever.

The **6L Series**, a development of the *Landpower* tractor, was also a feature at the Verona venue and is proposed in three models (6-145L, 6-160L and 6-175L), with 143, 163 and 176 HP power ratings, respectively. This product family is also available in the comfortable, new-concept sprung axle version and features an interestingly *restyled* cab with new colours for the interiors.

Lastly, the specialized **Rex** tractor, previously presented at Hanover, was also on show at Fieragricola with a re-vamped *look*, an attractive new bonnet reflecting the Landini *family feeling*. ■



The Landini stand. From left to right, 2 Series, 4 series and 6C Series.

ANOTHER SUCCESS AT FIMA, ZARAGOZA

February 2016 was an important month for Landini which, from the 16th to the 20th, took part in Fima, the international agricultural machinery fair of Zaragoza. Besides launching the 2 Series, a preview of which had been presented in Verona, the 4D Series and "2016 Year Model" restyling upgrades of the 4 and 5H Series, Landini also took the opportunity to launch the new 4600 and 9000 Series, two equal-wheel tractor ranges of great interest to specialized farming professionals. Proposed in the footstep version, the 460 ARM Series stands out for versatility and manoeuvrability, obtained thanks to its ultra-compact dimensions.

Equipped with reversible driver's position, the highly professional 9000 Series is also available in the articulated version (AR) and with optional cab.



Zaragoza. The Landini stand at Eima 2016.

From **Fabbrico** ...to **Australia**

Argo Tractors has been implementing a major investment plan over the past few years. By renewing the tractor range, the company focused on fast-tracking its strategies and facing competition at the very highest levels.

The decision to recruit talented young, sometimes newly graduated staff members and entrust them with increasing responsibility confirms the desire to attain the corporate goals to an even further extent.

The experience of one of these young men is outlined below: one of the many professional and personal stories that unmistakably highlights pride and sense of belonging to the Argo Tractors family.

Along with the *Made in Italy* concept, these are distinctive features of Argo Tractors and testify to a driving force, pure energy able to tackle the immense challenges of global competition.

«My name is Filippo and I come from a little town in the hinterland of Modena. I never ever thought I'd come this far, just 27 years old, on the other side of the world.

During my last year at the University of Economics in Modena, back in 2012, I decided to move to London for a year or so, finish my thesis and improve my English.

Although I found it pretty hard going, especially because of the language difficulties, I started to work for a firm but as I didn't want to remain in London, I began to send off a large number of CV.

I was hired by Argo Tractors in December 2012 as a Junior Export Area Manager. I was only 24, but very determined and eager to learn.

I worked as a back office sales assistant for about eighteen months and was able to observe how a large Italian company operated. I learned how to get along with the management, with the various different departments and how to deal with the daily problems. I got to know the product and technical characteristics.

I saw that the company was being radically re-organized: so many changes, lots of investments. I realized how extensive was the project of which I was part. During this period, I used to visit importers and customers in different countries about once every 2 months.

Thanks to this experience, I gradually came to realize that this was the right job for me. I'm an open-minded person. I like to meet people and get to know different cultures, but I also want to achieve the final result and goal.

The company believed in me and promoted me to Area manager.



I began to take care of certain areas, the Baltic States, Israel and several Eastern European markets, followed by Greece and certain countries of the former USSR.

Two very challenging, difficult years as to the economic situation in Europe, also because Argo Tractors is a truly big enterprise. Until that time I had never realized just how big.

It's important to know your way around, know how to interact at different organizational levels and never lose sight of the result, because in the long run, it's the result that counts.

During these two years, I've had the chance to exchange views with colleagues who are much more expert than I, people who've helped me and taught me such a lot about technical matters, relationships and strategies both inside and outside the company.

The company has changed a lot in two years, both as to extensive product renewals and as to human resources. A lot of young people with the desire to achieve have been recruited. A great team has also been created in the Export area. Teams like this are tantamount to human capital for Argo and its customers. I believe that it's all-important to work in team where someone is always ready to lend you a hand.

In my opinion, this is what our sales department now represents.

In March 2015, as part of plans to develop the sales network, the company needed someone to look after business in Australia and New Zealand. Confirming their confidence in my abilities, they decided to offer me this opportunity.

I knew it wouldn't be easy, especially owing to the distance, but I was sure it would be the experience that would completely change my life. I started out for Australia on 1 June. The first 8 months were the most difficult and tiring: scouting around Australia and New Zealand, 50 flights, two continents and over 25,000 km on the road. A never-ending journey visiting all the dealers and importers in the 2 countries.

Then a more stable period in Melbourne. A phase that continues according to needs and results.

Starting all over again on the other side of the world is certainly not simple: new culture, new language and different markets, but with Italy always at heart. I love Italy and I'm sure that enterprises like ours, those that export our quality worldwide, will be its salvation.»

Filippo Bassoli

[Resident Manager Australia and New Zealand]

Italian Passion, the 2016 calendar

The strength of *italian passion* as a catchphrase. Landini's 2016 calendar follows on from the 2015 calendar dedicated to Expo, and chooses the most significant and exciting event of 2016: the **31st Summer Olympics**, to be held in Rio de Janeiro, Brazil.

Month after month, the various different models in the new Landini range will face up to sports champions as they compete.

Powerful images that highlight the perfect match between two worlds where passion is the strength that drives one to increasingly improve one's limit.



Italian Passion. Images of the 2016 calendar.

The Murge region hosts **Enovitis 2016**

The 2016 edition of **Enovitis in Campo** took place on 17 and 18 June in the splendid Tor-revento wine-making enterprise of Corato, in the province of Bari.



Organized by **Unione Italiana Vini** and **Veronafiore** with the sponsorship of Regione Puglia and FederUnacoma, the Murge region was chosen for the event as focal point of the two-day training and information initiative for wine-growing and olive-growing professionals.

Landini's well-known **Rex** tractor was the protagonist of the event in the modern *restyled* version, this time flanked by the lowered **GE** model of the new **2 Series** tractor.

The event was organized in collaboration with Landini's Puglia dealers situated in the area.

Rex. A Landini specialist between the crop rows.

Best Seller Award: 2nd place in Italy

The boom the Landini brand experienced in the Italian market during the last three months of 2015 was the crowning success that allowed the company to achieve second place in the **Best Seller Award**, the event organized by the journal **Macchine e Trattori** for the purpose of awarding manufacturers that serve the Italian market on the basis of their registered vehicle data.

That final *sprint* enabled Landini to improve its market *performance* since 220 more tractors were registered compared to 2014. Thus Landini is the second more important manufacturer in Italy, despite strong competition.

So much so, the market awarded Landini's efforts to renew the range and improve the *performance* of

the specialized and crawler tractors, as well as that of the compact and farm machines.



Best Seller Award. The award plaque consigned last February in Verona, during Fieragricola.

Argo Tractors obtains Isobus certification

Use new technologies, such as the **ISOBUS standard**, to meet the needs of leading-edge agriculture. A goal that Argo Tractors achieved when, in September 2015, the company was awarded Isobus certification by **AEF (Agricultural Industry Electronics Foundation)**.

The tests conducted by Reggio Emilia Innovazione, an organization qualified to issue certification of compliance with Isobus (ISO 11783) as universal protocol for electronic communication between implements, tractors and computers, were passed with ease thanks to the Tractor ECU controller (TECU), fine-tuned by Argo Tractors.

Adoption of the Isobus system, available in the Landini high-power ranges, will allow data and information to be exchanged between tractor and implement in a universal language via a single console built into the tractor itself.



Isobus. The certificate obtained by Argo Tractors.

Landini plays a leading role at the «NOI» exhibition

Tales about communities, ideas, products and the land of Reggio Emilia. These were the subjects highlighted by **NOI**, the exhibition organized by Architect **Luca Molinari** that has occupied a section of Reggio Emilia's Civic Museum since May 2015.

Among the protagonists of the initiative was legacy brand Landini, one of the most important and ingenious manufacturing enterprises in the industrial history

of Reggio Emilia, one that continues to maintain its own particular development and production strategy linked to the area in which it was established.

The exhibition includes certain items from the past, but also of the future: catalogue of spare parts for **Landini '50s and '60s** tractors, an original painting of **model 25/30** produced by Landini in 1925 and lastly, the section drawing of Landini's **4 Series** tractor of 2015.

Backed by its *know-how*, its ability to transform ideas into products and services, its flexibility, dynamic outlook, ability to conduct research, innovate and its training skills, Landini is always ready to grasp every opportunity.

All this while remaining true to the *Made in Italy* principle, i.e. by basing the entire industrial process in the Italian production facilities. Plants that are all situated in the Province of Reggio Emilia.



Reggio Emilia. A photo of the NOI exhibition.

ITSMaker: training continues

Argo Tractors continues to support "**ITSMaker**", the foundation that each year, with the help of leading enterprises, organizes free training schemes on the subject of mechanics to prepare the participants for future employment.

Several of the training sessions took place at Landini's headquarters in Fabbriano in a specializa-

tion course on specific subjects preparatory to starting work. In addition to this, the "**Archivi Aperti**" (Open Files) initiative took place last 13 February 2016 at the **Spazio Gerra** exhibition facility where some of the ITSMaker students had prepared and exhibited a project concerning the Landini brand and Argo Tractors.

Viareggio, the floats are drawn by Landini tractors

Landini tractors came out in force at the **2016 Carnival of Viareggio**, one of the most important carnival events in Italy and Europe where enormous floats parade along the seafront of the Versilia resort each year. Backed by previous experience, having partnered many major Carnival events in Italy and world-wide, Argo Tractors took part in the Carnival of Viareggio with help from Tarabori, Landini dealer for the province of Lucca.

Power, reliability and towing capacity are the characteristics that made Landini tractors ideal for towing these imposing floats for the entire duration of the Carnival, while visitors were able to examine at close quarters a few of the machines displayed by the dealer in an exhibition area.

“Trattorare” with Landini at Expo 2015

Trattorare con Landini was the name of the event organized last 5 October by **Unindustria Reggio Emilia at Expo 2015** as part of the “**Terra, Acqua, Fuoco e Aria**” initiative that took place in Piazzetta Emilia-Romagna.



Expo 2015. The “trattorare” event with Landini.

An event dedicated to the four elements, Water, Earth, Fire and Air with lots of activities for children, for whom Landini had provided several pedal tractors. In addition, numerous information, artistic and acrobatic initiatives were also proposed during the day.



Viareggio. Floats towed by Landini tractors.

Landini sponsors “Go Wine”

The Landini brand will sponsor the **Go Wine** Association throughout 2016.

The Association promotes and practices wine tourism in separate initiatives since wine is not only considered a quality product, expression of Italy’s agri-food culture, but also one that “mobilizes, stimulates the desire to travel, that provides “impetus”.

The various events include wine tasting evenings, initiatives to enhance wine products and the territory, competitions and occasions dedicated to the world of wine.

A world that is growing in importance and to which the Landini brand is closely linked in view of its specialized tractor ranges, ideal for work in vineyards where professionalism is a key requirement.

Landini tractors prepare the Ligabue concert

Landini tractors became the protagonists of an open-air concert once again. Easy to handle and compact in shape, the sky-blue machines were used for setting up the immense stage for the **Ligabue** concert held last 19 September at **Reggio Emilia’s Campo Volo**, an event that drew over 150 thousand spectators.

Besides setting up the stage, the tractors also dealt with handling logistics while the event was being prepared and supplied the refreshment stands in the arena with food and beverages.





2 Series. A new
standard of pe

- ▶ A RANGE THAT'S 100% MADE IN ITALY
- ▶ TWO VERSIONS: STANDARD AND GE
- ▶ EXTREMELY VERSATILE
- ▶ HIGH-LEVEL PERFORMANCE



2 Series.
The two versions, standard and GE.

The **2 Series** is Landini's new low-power tractor range. Successor of the Mistral Series, not only have the *look* and *performance* been improved but there are also more models available. As well as the "Standard" footstep or cab versions, there is now a "GE" footstep version. Since the overall height of the machines has been reduced by about 10 cm, tyres being equal compared to the standard models, the GE versions are among the lowest tractors in the specialist sector. This conformation has been specifi-

cally designed for work where there is not much headspace, such as awning cultivations with low branches or in greenhouses. The safety frame folds down and provides all-round visibility.

The tractors are ultra-compact in size, but extremely versatile, reliable and powerful.

All three models (2.045, 2.050 and 2.060) are equipped with 2.2 and 2.0-liter aspirated or turbo 4-cylinder *Yanmar* engines and feature 43 to 54 HP power ratings. These high-performance engines stand out for their low fuel consumption, ▶

performance and versatility



THE APPLICATIONS

Landini's new 2 Series has been designed for 100% versatility.

As well as being suitable for numberless different uses as a low-power tractor, these machines are perfect for specialized jobs for which they prove to be a truly "tailor-made" solution.

► **Vineyards and orchards**

Agile and easy to handle, Series 2 tractors are ideal for jobs where there's not much space, like the crop rows in vineyards and orchards.

Thanks to its platform, which is 95 mm lower than the standard machine, the GE version can also be used in awning cultivations and for crops with low branches.

► **Plant nurseries and sheltered crops**

Agility, manoeuvrability and compact dimensions plus the sensibly reduced height of the GE version make 2 Series tractors the perfect choice for floriculture and for all sheltered crops, including those in greenhouses. The safety frame folds down at the front and does nothing to obstruct the visibility.

► **Ground care**

These compact tractors can be fitted with many different implements, even hydraulically operated ones. This means that the tractors are excellent for gardening, ground care over extensive areas and municipal work. Levers and controls in ergonomic positions and an adjustable steering wheel make 2 Series tractors comfortable to use even for the most intensive jobs.



2 Series. Ergonomic gearshift levers.

- ▶ reduced noise level, generous torque reserve and respect for the environment.

Daily maintenance and service inspections are made easy by the fully openable tilting bonnet.

Transmission Made in Italy

Similarly to all the Landini tractor ranges, the 2 Series is also built according to 100% *Made in Italy* principles, including the transmission, which is manufactured by Argo Tractors.

It's a synchronized mechanical transmission with *Synchro Shuttle*. The basic version provides 12 forward + 12 reverse speeds obtained by 4 speed gears and 3 ranges. Maximum speed is 30 km/h.

The creeper is also available on request and increases the overall number of speeds to 16 + 16, including a speed reduced down to 223 meters/hour.

The PTO of the 2 Series is also mechanical and is controlled by a lever and dry multiple-plate clutch. The basic version provides two speeds, 540/540E, and speed synchronized with the tractor's ground speed.

Hydraulic circuit and rear power lift

Designed for the most varied specialized uses, the 2 Series has a hydraulic circuit with double hydraulic pump and 48 l/min maximum flow rate, of which 28 l/min are dedicated to services and 20 l/min to steering. The basic outfit includes 2 control valves but a third, floating control valve can be installed on request.

The mechanically controlled rear power lift features a capacity of 1200 kg while a draft control sensor is housed on the top link.



Right control panel: Power lift and control valve levers.



Rear power lift. 1,200 kg lifting capacity.

Front axle

One of the most interesting innovations offered by the 2 Series is certainly the new GE version where, thanks to the carefully engineered rear final drives, platform and front axle, the floor has been lowered by 95 mm. This solution is available for all three power ratings and actually doubles the number of models available. The dimensions become extremely compact with 24" rear tyres: minimum width 1,420 mm and height to steering wheel just 1,230 mm. The 335-410 mm ground clearance of the Standard version becomes 270-295 mm in the GE version, sensibly reducing the overall height of the actual tractor. 20" tyres are also available as options.

Equipped with mechanical engagement of the four-wheel drive and electrohydraulic front differential engagement, the tractors also feature a 55° steering angle and are extremely agile and easy to handle. ■



Front axle. 55° steering angle.



The new range incorporates some of Landini's models for the non-EU markets and updates this segment with new standards of performance and ergonomics.

Over the past few years, technological evolution of the Landini brand has led to important results and significant innovations have been made to all the power ranges. Enhancements that now involve the machines designed for non-European markets, lead markets for the brand that have always played a primary role not only as to volumes, but also in terms of research into solutions to specific requirements for both developing markets and those of consolidated and strategic importance.

The new **“Super”**
Series, extra quali



The **Super** Series, the range that respectively complements and incorporates the current **60 Series** and **Globalfarm** ranges, represents a step forward for Landini in this segment in an endeavour to continually adapt the products to the European standards.

100% *Made in Italy*, the new Super range combines power, reliability and versatility, and provides a high performance in many different cultivation jobs.

The aggressive *look* is true to the modern Landini *Family Feeling*, while the care for detail, performance and sturdy front axle comply with the very latest standards.

All ten models in the range feature the same bonnet. The models in the 60 Series bracket have flat rear mudguards while those deriving from Globalfarm are rounded.

The engines also differ: Tier 0, Tier 2 and Tier 3 to meet the requirements of different countries. Whatever the case, they are 4-cylinder 4.4 l. aspirated and turbo Perkins engines with 75 to 107 HP power ratings. The transmission is manufactured by Argo Tractors and features 4 speed gears and 3 ranges. Various configurations are available: the basic 12+4, an optional 12+12 with *Synchro shuttle* and 16+16 with optional *creeper*.

Slight functional *restyling* has updated these tractors and enhanced their qualitative level to an even greater extent. For instance, levers that were previously located on the platform tunnel have now been positioned at the side of the driver's seat. In other versions, the reverse shuttle lever is now installed on the steering wheel. Lastly, operator safety is ensured by the folding frame which also provides excellent visibility at the rear. ■



Engines. The range features Perkins Tier 0, Tier 2 and Tier 3 engines.

Driver's area. Improved ergonomics with gearshift levers now positioned at the side.



ty for **non-EU** markets

Cipollone: a dedicated Landini event at Chiola Castle

It was amid the splendid surroundings of **Chiola Castle**, perched at the top of the hill where the ancient town of **Loreto Aprutino** stands that Landini dealer **Cipollone Agri S.r.l.** recently organized a presentation of Landini tractors including the **5H Series** with cab, **6 Series** with *Roboshift* gearshift, **6C** with cab and **7 Series** with *Roboshift*.

Invitations to the event had been extended to fifty-or-so farm-contractors and large enterprises in the area,

which all took part with great enthusiasm. The presentation of Landini's activities, industrial and product innovation was followed by cocktails in the area where the tractors were on show and dinner in the impressive medieval castle.

Cipollone has been a Landini dealer for the provinces of Pescara and Chieti Nord for some 10 years, where it provides an excellent sales, assistance and parts supply service.



Cipollone. Some of the Landini tractors in front of the majestic Chiola Castle in Loreto Aprutino (PE).

Agrigarden Center presents the new Landini ranges

Situated in the province of **Alessandria**, **Agrigarden Center** operates in the provinces of Alessandria and Vercelli and is very much involved with the farmers and farm-contractors of the area, where rice and vineyard cultivation account for the majority of local farm work.

It was to this that last 24 November Agrigarden dedicated an event during which the most advanced Landini tractor ranges were presented, namely the **4, 5, 6** and **7 Series** and the **Rex Series**.

It all began in the afternoon when the hallmarks of the Landini brand, promoter of the *Made in Italy* princi-

ple par excellence, were illustrated. The event then continued into the evening with trials involving the tractors presented in the outdoor area then discussions with the guests, and finally a convivial dinner.

On 27 and 28 February 2016, the dealer also took part in **39th Fiera in Campo**, an annual trade fair held in **Vercelli** dedicated to rice cultivation, with both an indoor area and an outdoor area where field trials were held.

The tractors on show included a Landini **6C** fitted by the dealer with the metal wheels required for work in the flooded rice fields.



Agrigarden. Model 6C outfitted with rice-field wheels presented at the Vercelli fair and presentation of Landini tractors last November.

De Angelis:

A reversible tractor
“amid the horses”

The horse race organized by “**Federazione Italiana Turismo Equestre**” took place from 7 to 9 August 2015 at the **Coyote Ranch Sports Center** at **Ardore (RC)**, in **Calabria**.

Special guest at the event was a **Landini 90105 IS** reversible tractor consigned by dealer **De Angelis of Gerace (RC)** and used to prepare the track before and during the race.

De Angelis Macchine Agricole is a family-run business and a point of reference for farmers in the province of Reggio Calabria, since they are always sure of obtaining prompt and reliable service from the facility.

Even though the area is at a disadvantage from the farming aspect, De Angelis does a great job in the medium-power segment and principally supplies specialist, orchard and crawler tractors as well as the innovative Landini equal-wheel machines.



Ardore (RC). The Landini 90105 at work during the horse race.

Sergio di Negrizia in **Ponte di Piave (TV)**, producer of typical Piave wines, obviously including Prosecco.

The new tractor, which substituted a previous Rex 105, was delivered to the owner's son **Emanuele**, who attends the agricultural college of **Piavon di Oderzo**, to mark his 17th birthday. The wine-making estate has another two Rex tractors which will soon be replaced by new models.

Point of reference for the wine-makers of six provinces between Veneto and Friuli Venezia Giulia, Rinaldin also consigned three new Landini tractors to **Vigna Brugnara of Roncadelle di Ormelle (TV)**, historic wine-making estate in the Piave PDO and PGI area. These tractors included a **7-215 Series** and two **4-105 Series** models with *full-optionals* to be used for work in the 30 hectares of vineyards in the estate.

Rinaldin: the new Rex is
officially launched

The new Landini **Rex** tractor was officially revealed in the premises of dealer **Rinaldin** of **Ponte di Piave (TV)** last 13 November. The tractor was presented in an unusual way. Covered by a cloth, it was unveiled during the evening in front of a hundred-or-so guests from renowned wine-making estates situated in the area.

The tractor was then “launched” by breaking a bottle of Prosecco wine, after which the participants were offered a rich *buffet*.

The Rex Series was the protagonist of another event in January 2016 when a **Rex 120 GT Top** complete with full accessories was consigned to **Scantamburlo**

Ivone sponsors the
Carnival of Putignano

Long-standing dealer for the provinces of **Brindisi, Bari** and **Taranto**, **Ivone** sponsored the **622nd Carnival of Putignano** this year. Eagerly awaited in Southern Italy, this carnival is one of the most important in the country. Ivone provided Landini tractors to tow the imposing papier-mache floats, ten-or-so machines including the **Rex**, the **7000 Series** and **9000** reversible models.

With a headquarters in **Gioia del Colle (BA)**, Ivone has a modern *show room*, workshop with specialized personnel, two vehicles for field assistance and pick-up service plus a stock of original spare parts, also with door-to-door consignment.

Rinaldin.
Emanuele
with his
brother,
sister and
17th birthday
cake,
obviously
complete
with a
Landini
tractor.



Ivone. The carnival of Putignano.

 FRANCE

New Expérience Tour V-Shift: for the Landini V-Shift ranges

In collaboration with Landini's French dealers, Argo France organized the **Demo Tour CVT "New Expérience Tour V-Shift"** during the months of July, August, September and October 2015. A tour in which the new Landini V-Shift ranges with ZF TMT continuously variable transmission (4- and 6-cylinder 146 to 195 HP engines) were presented all over France.

In the 9 stages organized throughout the country, over 3000 farmers were able to discover and try out the new tractor ranges at work in the fields and appreciate their excellent performance: smoother acceleration, optimum PTO speed, incredible ease of use, improved safety during transport work, no loss of draft during use in the fields plus exceptional comfort.



V-Shift Tour. One of the stages in the French tour.

The appointments had also been planned to coincide with **Argo France's** participation in certain trade fairs.

One stage of the *tour* took place on 9 and 10 September 2015 during **Innov'agri**, a fair held in the South-West of France in **Ondes**, near **Toulouse**, in the department of **Upper Garonne**, where various practical field demos were conducted. Here, the visitors were able to appreciate the prowess of a **7-190 V-Shift** at work with a ten-furrow plough.

The event then terminated with a static exhibition of several of Landini's specialist tractors and the ritual ignition of a vintage Landini hot-bulb tractor.

Sommet de l'Élevage, the livestock-breeding fair held on 7-8-9 October at **Clermont-Ferrand**, was another unbreakable engagement for Landini.

 UNITED KINGDOM

Richard Tooby Farm Services: 25 years of specialization

Run by **Richard** and **Jenny Tooby**, Landini dealer **Richard Tooby Farm Services** in the **United Kingdom** is situated in **Ledbury**, in the county of **Herefordshire**, right in the heart of one of **England's** major fruit-growing areas. So it's not surprising that the enterprise mainly supplies tractors for use in apple and pear orchards, strawberry and hop cultivations.

"We also number breeding farms and mixed-crop farms among our customers, but around 60% of our business is dedicated to fruit growers", explained Richard. "Over the years we have established a reputation for recommending the right tractor and the right characteristics for every individual requirement and for providing technical assistance for our customers", he added.

The dealer's headquarters includes a workshop, spare parts store and offices, with lots of room for

future expansion. The new tractors are on show indoors. This allows customers to admire the products in convenient surroundings, even when it's cold and raining outdoors.

Richard and Jenny Tooby have been in the business for 25 years and are the main suppliers of **Landini HC** high clearance tractors in the United Kingdom, where they are used for cultivating strawberries, asparagus, vegetables in general and salad vegetables. They are also the main suppliers of Landini's **Rex** and compact **Mistral** orchard tractors.

Landini's **4 Series** has recently become a popular choice – Richard has supplied tractors for cider-apple orchards and hops, an important ingredient for beer-making. Thanks to its combination of size, power and driver comfort, this tractor has proved a true success.



Ledbury. Landini tractors in front of the dealer's premises.

Palm-Mach. A Landpower at work in a sugar cane plantation.



 MYANMAR

Official inauguration of the new importer

Tackled for the first time in 2015, the market of **Myanmar** is a new challenge for Landini. An initial supply of 24 **Globalfarm** and **Powerfarm** tractors immediately revealed how customers in the area are on the lookout for product quality and performance and that they appreciate the reliable and performance-oriented characteristics of the *Italian-made* Landini brand.

The dealer relationship with **Taung Paw Tharr Yee Shinn Co. Ltd.**, a young importer actively involved in the agricultural sector and with an excellent after-sales, assistance and sales organization, was officially inaugurated in March 2016. The opening ceremony, which took place in the presence of Myanmar government officials, the press and members of the farming sector, was also an opportunity for presenting Landini's new 75 to 106 HP **Super** tractor range, extremely versatile and ideal for the many different local crops, which include corn, wheat, rice and even manioc, beans and tropical fruit.

Taung Paw Tharr Yee Shinn. The inauguration ceremony.



 PHILIPPINES

The new ranges enhance the market

Operative in the Philippines since 2010, Landini now boasts second place in the market of this area, where competition from local products in terms of price is a major obstacle.

The only Italian and European brand in the country, Landini is achieving optimum results thanks to importer **Super Trade Machineries Global**, especially since the **8860 Series**, **Globalfarm** and **Landpower** tractor ranges are among the most popular in the northern part of the archipelago. These ranges are ideal for many of the crops grown in this area: rice, grain crops, sugar cane, pineapples, bananas and even rubber, a characteristic product of these islands.

Super Trade. The importers' staff members in the Philippines.



 MALAYA

Palm-Mach backs the "Made in Italy" concept

Palm-Mach has been Landini's importer for **Malaya** and North Indonesia for 23 years. With its headquarters in **Kuala Lumpur**, it is a unique point of reference for this area, where Landini's globally most important customers are located. There are farms here with over 800 tractors including models such as **8860**, **Globalfarm 90** and **100** employed in the production of palm oil, as well as **Landpower 145** and **165**, used for preference where sugar cane is cultivated.

Thanks to the excellent results achieved in collaboration with Palm-Mach, which also provides an optimum after-sales service thanks to 180 technicians based across the country, Landini has now moved into second place in this market. Landini is the only brand established in the 80 to 110 HP power range whose products are truly *Made in Italy*.

The importer actively takes part in the trade fairs, exhibitions and conferences held in the area and organizes field demos and trials dedicated to Landini tractors.



BULGARIA

Opticom celebrates 25 years in the business

Opticom, Landini's long-standing importer in Bulgaria, celebrates 25 years in the business this year and marked the occasion by organizing important initiatives. One of these was the inauguration in May 2016 of a new headquarters in Montana, where over 250 guests were invited.

The ceremonial ribbon was cut by **Emma Hopkins OBE**, British Ambassador in Bulgaria, together with **Zlatko Zhivkov**, the mayor of Montana, **Giancarlo Montanari**, *Export Sales Manager* of Argo Tractors and **Veselin Genev**, *General Manager* of Opticom.

During the inauguration ceremony, Landini presented an award to Opticom for the highly professional work performed during 18 years of service.

Along with initiatives directed towards expanding the business, Opticom also takes part in numerous events such as trade fairs, open house venues and



Opticom. Inauguration of the new headquarters in Montana.

field demos. One of these was **Agroparade**, field trials that the importer organized in July 2015 during which demos were given of Landini tractors including **5H** in the *standard* and *HC* versions, **Rex** and **6L** all in combination with different implements or with front loader.

From 8 to 11 September 2015 and 8 to 12 March 2016 Opticom also took part in the latest two **Bata Agro** trade fairs, which are held in **Stara Zagora** twice a year.



Agroparade. A Landini tractor during a demo.



TURKEY

Special award for the dealers of Anadolu

After having expanded the distribution network, Turkish importer **Anadolu** consolidated its partnership with the Landini brand to an even further extent by achieving remarkable results that the company decided to award.

So much so, that when the Turkish *dealers* came to Italy for the *dealer meeting* of last 15 March together with the Anadolu delegation, they received a plaque to mark the excellent work they had done in Turkey.

They were also able to visit the Argo Tractors facilities in Fabriano and Luzzara, where they showed great interest in the orchard tractor ranges, in great demand in Turkey, together with the **Powerfarm** and **5H Series**. At the present time, this

latter is actually the symbol of the Landini brand in Turkey since it is perfect for the requirements of the extremely diversified local farming practices.

Anadolu began working with Landini in January 2013 and is doing extremely well in Turkey where it applies the **3s** philosophy: **Sales, Service** and **Spareparts**.



Fabriano. The dealer meeting of Anadolu.

Cairo. The branch of New Motors Co. on the road to Alexandria.



 EGYPT

New Motors, off to a good start

New Motors Co. has been Landini's new importer for **Egypt** since July 2015. It got off to a good start with several important initiatives, including participation in the **Sahara International Agricultural Exhibition for Africa and the Middle East** which took place in **Cairo** in September 2015. In addition, New Motors consigned 16 Landini **Rex 90 F** tractors to the **Mafa-Maghrabi** farm of **Noubaria**, 80 km from **Alexandria**, in February. With 8500 acres of arable land, the farm concen-

trates especially on fruit and vegetable crops (it also packages the respective products) and floriculture. Hence the reason for choosing Rex, specialized range par excellence.

New Motors was established in 1996 by Eng. **Hossam El-Khouly**, whose strategy is to opt for the best quality, competitive prices as well as an accurate assistance and parts service.

The *Service Team* is formed by highly trained technicians who are always ready to provide the customers with a prompt and efficient response, even directly on site when required.



Egypt. The 16 Landini Rex tractors consigned to Mafa-Maghrabi.

 TUNISIA

Socoopec, a visit from the authorities at SIAMAP 2015

Last October, during **SIAMAP**, the International Exhibition of Agriculture Agricultural Machinery and Fisheries, which takes place in **Tunis**, Landini's importer for Tunisia, **Socoopec**, received a visit to its *stand* from the President of the Government, the Chairman of the Tunisian Union for agriculture and fisheries, the Secretary of State for agriculture and fisheries and **Valerio Morra**, president of Argo Tractors.

Managed by **Mohamed Loukil**, **Socoopec** now has 11 operations in Tunisia and provides an excellent service backed by a staff of some 600 persons. Thanks to Socoopec, with which Landini has worked

for almost 25 years establishing a relationship of the very highest esteem and trust, the **Fabbrico** brand has obtained an increasingly larger portion of the market which, last year, had reached around 50%.

Success linked to the choice of quality brands and the offer of tailor-made customer services allowing Socoopec to become a unique point of reference in the country.

Besides the "orchard" tractors used for fruit and vegetable cultivation, the best-sellers are the **60 Series** tractors, which are becoming increasingly popular for the cultivation of olives and oil production. Socoopec is present throughout all the farming areas in Tunisia.

SIAMAP. The authorities visit the Socoopec stand: from right to left **Valerio Morra** - President of Argo Tractors, **Mohamed Loukil** - President of the Tunisian importation company, **Youssef Echahed** - Secretary of State for agriculture and fisheries (currently Minister for local affairs), **Abdelmajid Ezzar** - Chairman of the Tunisian Union for agriculture and fisheries and the President of the Government **Hbib Essid**.



Uruguay. A Landini on show at the Mercedes fair.



 PERU

Ferreyros: field demos in Northern Peru

Ferreyros is one of the five major distribution and sale enterprises in **Peru**. With its headquarters in **Lima** and 18 points of sale throughout the country, the company has expanded considerably over the past few years, especially in the agricultural areas of the north. It was there that Ferreyros recently organized a Landini tractor demo, with the focus on high-power models like **Landpower 165**, increasingly popular in this part of the country.

Ferreyros dedicates particular attention when organizing field trials, since this sort of event is an effective way of promoting Landini tractors with the Peruvian farmers.



 URUGUAY

New products help Uruguay to grow

Landini has been operative in **Uruguay** for 5 years and is extremely active in the area, thanks to support from importer **Woslen**, with 6 points of sale and numerous dealers that fully cover the country's agricultural areas. Introduction of new models like the **Landforce** range, has allowed the Landini brand to acquire a strong foothold in Uruguay, where there are very good chances of developing the market.

Farming in Uruguay focuses particularly on grain crops and cattle breeding, sectors in which the Landforce range provides an optimum performance, with the right amount of power for all cultivation work.

 BRAZIL

Landini secures its position in Brazil

Landini has been officially operative in **Brazil** for a year and business is going from strength to strength. The company has made important investments in the country so as to assure widespread coverage of all the farming areas.

The Brazilian network currently comprises 25 *dealers* in 15 states, but there are plans to double their number by the end of 2016.

Production is exclusively dedicated to the local market and is based on the **Landforce** and **Landpower** tractors. A further range will be introduced in 2017. Landini's specialist ranges are also very popular and appreciated in Brazil, where they are considered the best tractors in the world.

Cooxupe' is one of Landini's partners in Brazil. The most important coffee-producing cooperative in the world, it signed an agreement with Landini during the **Femagri 2016** agricultural trade fair. Cooxupe' was established more than 80 years ago. It numbers 12 thousand members and receives the coffee produced in over 200 municipalities in its area of action, located in the southern region of **Minas, Cerrado Mineiro** and **Vale do Rio Pardo**.

Among the events that take place in Brazil, Landini took part this year for the very first time in **Coopavel 2016**, a rural fair and one of the principal ones in its particular sector in **Latin America**. It was held from 1 to 5 February in the city of **Cascavel**, state of **Paraná**.

Landpower 150-190 and **Landforce 120-130**, tractors manufactured in Brazil, were presented exclusively for the occasion. The success of the event was assured by the participation of the three local dealers, **Planta Maquinas, MZ Tratores** and **Bavaria**, all from the state of **Paraná**.



Brazil. Landini tractors at the Coopavel Rural Fair.

AgroLube, the “motor protector” additives

Not only useful, but actually essential in some cases. Diesel fuel additives are a real “tonic” for engines. Besides ensuring that the fuel remains fluid during the cold weather in winter, they also counteract the inevitable side effects due to the percentages of biodiesel in the fuels while reducing emissions, thereby ensuring compliance with the environmental laws.

A good diesel fuel additive possesses fundamental characteristics. It exercises an antibacterial and anti-algae action. It cleanses the entire fuel supply system and provides a lubricating effect on the pump and injectors.

It keeps the injectors free from clogging and protects the components against wear, especially high pressure pumps. It also possesses lipo- and hydrosoluble properties, thereby dissolving and carrying away the oily residues and condensation that are often to be found in tanks. In addition, it improves the cetane number and protects the entire engine fuelling system (tank, pump, tubes and injectors).

AgroLube additive possess all these characteristics. They prevent damage to the engine caused by the biodiesel in the fuel, reducing fuel consumption and the need for maintenance while increasing engine efficiency.

The range of AgroLube lubricants and additives has recently been extended and now includes two new “motor protector” products.

- **Agroperformance Plus** contains protective and cleansing components that exercise an effective bactericidal action, improve the cetane number and, consequently, combustion.

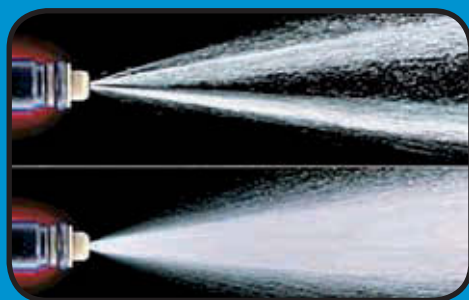
Essential for preventing the formation of microorganisms and algae, this product is suitable for both tanks and cisterns. It also reduces the amount of exhaust as well as the cold filter plugging threshold in winter. Lastly, it eliminates any tiny quantities of water that may be present in the fuel.

- **Agromotor Max** is an exclusive additive based on selected advanced components that efficiently remove all sediments from the entire fuel system, exercising a deep cleansing action on the engine's fuel supply circuit and tanks.

Additives also eliminate the small amounts of water often to be found in the fuel and there's no need to take the machine out of service to use them. ■

POSITIVE EFFECTS OBTAINED FROM USING THE ADDITIVES:

- clean and long-lasting system
- protective effect and improved engine efficiency
- fuel savings



Agrolube additives. Agroperformance Plus is available in 1 - 3 - 20-liter sizes, Agromotor Max in 0.125 - 1 - 5 - 20-liter sizes.

On-going training dedicated to **self-diagnosis**

Landini's *mission* is strongly focused on technological development. A strategy that also involves the after-sales service and most especially the professional skills of the mechanic, a role that is quickly progressing towards that of the mechatronics technician. Designing increasingly technological and performance-oriented tractors requires use of sophisticated diagnostic tools able to identify and resolve problems that are becoming more and more complex.

This is why, during the past few years, the Argo Tractors Group has created an accessible and simple self-diagnosis system allowing maintenance work to be performed more quickly.

This tool, called **Diag4** Argo Tractors, can run diagnostics on all electronically controlled components by reading the engine parameters and alarm codes, performing active analyses, configuring the various controllers and *downloading software* so that it can be upgraded.

The tool is a latest-generation *Tablet*, which allows data for diagnosis purposes to be transferred when connected to a tractor by means of wiring and an interface.

This high-performance interface, which connects to the tractor's *CAN BUS* line, links the electronic parts of the tractor to the terminal so that all the necessary information is provided.

Although it is a simple, user-friendly tool, it needs qualified technicians able to understand the

Diag4.
The tablet
and wiring.



information so that the time required for fault location and repairs can be reduced to the minimum.

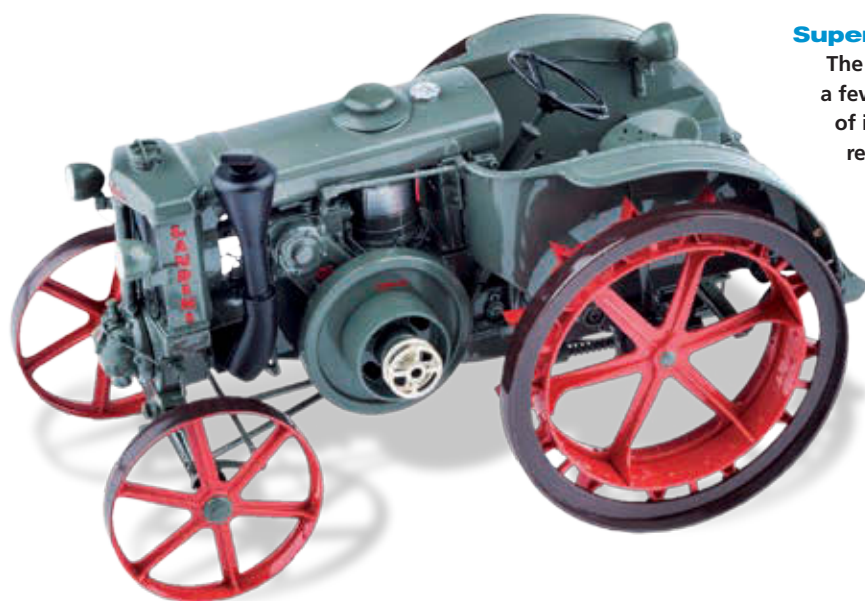
This is why Argo Tractors constantly invests in human resources and holds regular training courses, thereby enhancing the skills and know-how of its dealers.

Organized by **Training Argo Tractors**, the courses mainly focus on practical matters with simulations on the tractors to allow the participants to perfect their "*Fault Finding*" skills.

The courses take place at the training center of Fabbri (RE), in the Argo Tractors headquarters, and are conducted in 5 different languages since the participants are groups of technicians from all parts of the world. ■



Training.
One of the
training
courses
dedicated
to the new
Diag4 Argo
Tractors
self-diagnosis
system.



SuperLandini.

The model and a few close-ups of its accurate reproduction in scale.



Landini Lifestyle

A comprehensive choice of original and customized Landini gadgets.

Our gadget-enthusiast customers always look forward to the catalogue of Fabbrico-brand promotional articles.

So it is in answer to numerous requests that Landini decided to produce "SuperLandini", the

collectors' flagship model, again in 1:16 scale. The model is a faithful reproduction of the famous hot-bulb tractor, 3200 of which were manufactured in Fabbrico from 1934 al 1951.

This and other novelties are to be found in the new catalogue, including the ultra-new accurately designed **Landini chronograph watch**. ■



Landini chronograph watch. The new Landini Crono Tech has a polished case in brushed satin-finish steel with screw-down steel case back (Water resistant 5 atm.) Black pvd finish for the sloping crown with laser-etched tachometer scale. Scratchproof sapphire coated mineral crystal glass.

Landini Lifestyle.

All Landini-brand articles can be purchased from our dealers or from our dedicated website: www.landinishop.it

A tractor is the reflection of its operator, his determination, his dedication to work and his self-esteem. For Landini there's much, much more. It's a story of Italian excellence and an authentic passion for the land. Continuing investment provides the farming world with increasingly reliable, comfortable tractors featuring the most advanced technologies. Tradition and innovation truly underline the essence of our identity.

Landini[®]

www.landini.it

**WE'VE BEEN
MAKING
TRACTORS
FOR A VERY
LONG TIME.
THAT'S WHY
WE DO IT
BETTER.**

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ARGOTRACTORS