## Landinista

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Agritechnica, Landini's renewed range

Argo Tractors on the web

Rex, the new series makes its debut

## Landinista







#### IL LANDINISTA

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**Cover photo.** Landini's new Rex footstep and cab tractors in the castle grounds of the Marchesi de' Frescobaldi estate.



t the end of a difficult year, *Argo Tractors* can still feel satisfied. Satisfaction that hints of the sense of fulfilment experienced by people who have still been able to stand up to a market that's almost at a standstill in an unpredictable world full of hesitation, with the pluck, determination and self-confidence of those who are sure of their worth.

Throughout all these long months, *Argo Tractors* never ceased in its endeavour to evolve and innovate, without neglecting any aspect of the production cycle, from design engineering to manufacturing, marketing services and communication.

On the other hand, the results are plain for all to see. The tractor ranges have been completely re-vamped and brought up to the standards dictated by the needs of the customers themselves.

Landini now possesses a range in which all the power brackets have been completely renewed. This updating process has included the specialized tractors, which are being launched this year in even more pioneering versions with professional characteristics, the crawler tractors, now featuring a *Family Feeling* true to the specialistic segment, and the tractors in the "Utility" category.

But that's not all. This **technological renewal** process has also led to the use of new engines, ones able to provide an even better performance, ground-breaking models that comply with the need to protect the environment.

Thus, the tractor division has continued to **invest in technology** and has made an incredible effort that extends to all branches of the business. *Argo Tractors* actually achieved a further quality improvement in 2009 that included both the marketing and communication spheres, thereby proceeding with the important project commenced the year before.

Besides taking part in the main trade fairs dedicated to the sector, *Argo Tractors* concentrated its efforts on developing its web site by adding new items and new services to the portal, which has now become an increasingly more invaluable source of information and assistance for both the dealer network and the customer.

Customer service is obviously one of the fundamental aspects of continuity around which most of the corporate business revolves. An aspect underscored by the increasingly more thorough and concrete attention the manufacturer pays towards facilitating the customers' daily work in the fields by means of agreements and synergies with the most important professional categories.

Ruggero Cavatorta

## The Argo Tractors' world

New communication strategies: from the addition of useful sections in the web site to the creation of a new Facebook group plus minisites dedicated to new products.

ur web site, **www.argotractors.com**, was created about a year ago and is a real meeting point between the company and all categories of users, the aim being to satisfy every need for information. A tool that's a perfect part of the marketing and communication philosophy of the Fabbrico tractor division, i.e. international, modern, intuitive, designed for easy browsing and extremely useful.

The primary goal of the *Argo Tractors* web site is to provide the visitors with every sort of information they may require. Besides a comprehensive presentation of *Argo Tractors*, illustrating its mission, strategy, headquarters, brands and innovations, browsers will be able to visit the Landini and McCormick web sites, the most interesting areas with lots of fascinating details for the end customers.



The Landini web site's home page.

#### **Innovative features**

A complete, well-devised and original menu is proposed for both brands, with the accent on the **Product**. There's a complete description for each range, including technical specifications and a comprehensive photo gallery where brochures, images and video clips can be downloaded.

And now there's even an area dedicated to the users' opinions.

The utility and service provided by the *Argo Tractors* web site becomes even more comprehensive as you can now find the dealer nearest to your enterprise by consulting the list of Landini **Dealers** on line.



The news letters of the Argo Tractors Media section.

The "Argo Media" section, the area in which various corporate issues are discussed, is extremely well devised and full of information:

**What they say about us**: section containing press reviews of all months, from the more important agricultural machinery journals.

**Events**: section that provides information about all the exhibitions, trade shows and venues that concern *Argo Tractors*.

**Video clip**: section where you can view the Landini spots, with files that are also available in the original format.

**Recommended Links**: section containing links to the web sites of the main specialized journals, trade fairs and authorities, in collaboration with *Argo Tractors*. The web initiative has been a great success and has become an important communication and information source for the world that revolves around the Landini brand, from the customers to the sales network, the operators and Landini enthusiasts in general.

There's also a useful and entertaining section dedicated to "*Tractor Pulling*", with special emphasis on the Italian championship of this sport that's attracting an increasing amount of interest from the public.

Besides a calendar of the various stages, located in different areas of Italy, the section provides updates and results, race by race, with video clips and technical data sheets about the protagonist tractors of the new *Argo Team*.

## on the web



#### **Social Networks**

Pioneering, not just when it comes to the product but also as to communication strategy, *Argo Tractors* expresses all its dynamic spirit and forward-thinking outlook by widening the scope of its interests to include the most modern tools proposed by the virtual universe.

One of these is the social network *Facebook*, of which *Argo Tractors* has become part, inviting its enthusiast customers to register with the group, thereby enlarging its entourage. Thus the most popular social network in the entire world has become a means for keeping the Landini fans informed and up to date about the trade fairs and events in which *Argo Tractors* is the protagonist, while giving them the chance to discuss and debate, as well as to publish video clips and photos and to express their opinion about them.



The new Argo Tractors channel on Youtube.

Thanks to the infinite options offered by the web, Argo Tractors is now projected towards a future that's much appreciated by the new generations of tractor fans and that often arouses the curiosity of people who have always been rather diffident of the resources offered by the Internet era. Thus, a further step in Argo Tractors' web communication strategy has been to open a channel on **Youtube** that proposes significant or entertaining video clips featuring the world of Landini tractors and **Flickr**, where images of Landini tractors can be shared and downloaded.

### A MINISITE DEDICATED TO REX TRACTORS

Amongst the tools provided by the web, Landini has been developing another initiative to make its communication standard even more incisive and efficacious. This particular initiative is publication of the www. landini.it/rex minisite dedicated to the new Rex series, a range par excellence designed for specialized crops, orchards and vineyards.

Only recently launched on the market, the Rex series is presented in the minisite with a wealth of interactive tools: a comprehensive photo gallery where the tractor is viewed from all possible angles, video clips of the tractor at work, an all-round panorama as well as the technical data sheet and a space dedicated to testimonials. All this is presented in an extremely attractive way, with a lively, modern musical background that faithfully expresses the dynamic, farsighted spirit of the new tractor series.

The Rex minisite is just another step forwards in *Argo Tractors'* communication and marketing strategy, where the end user is assisted by simple, yet efficient and down-to-earth tools that bring the virtual world much nearer to the real one.



The minisite of the new Rex series.



range that's been completely re-vamped in all parts. It's with the latest innovations presented at the *Hanover* fair that Landini completed the project it began two years ago, i.e. to renew all the tractor lines. A project that required considerable commitment from Landini, which had decided to innovate the entire range of tractors so as to achieve machines able to provide an even higher performance, ones more suited to the users' needs.

After launching *Powermondial*, restyling the *Mistral* and *Alpine* ranges, and the crawler models, after having completed the *Landpower* series and adding the *Technofarm* series to the "*Utility*" segment, Landini decided to turn its attention to the medium-high power bracket by combining the *Powermaster* and *Powermax* ranges to form the new *Serie 7* series and by launching the new *Serie 5* series.

These two new lines were actually the main protagonists of the *Agritechnica* trade fair in *Hanover*, a show that, despite the unfavourable situation on the market, enjoyed a far greater success than had been expected.

The attention of the public was especially drawn to the completely new *Serie 7* project, featuring a freshly designed bonnet and cab. The range, which comprises 6 models with power ratings from 141 to 225 HP, is much more versatile since for each model, the user is able to choose from the three versions, i.e. *Techno* (transmission with mechanical range shifting), *Comfort* and *Full Tronic* (electronic transmission with a joystick installed on the right-hand console and on the armrest, respectively).

The level of comfort provided by the new series is also superior thanks to the new type of construction featuring a bearing chassis with suspended engine that guarantees less noise and vibration, and the optional sprung axle with independent wheels, thus better stability and road-holding qualities. It's the new Serie 5 in the lower power bracket that aroused the lively interest of the visitors, a family that flanks the Powerfarm series, from which it inherits the cab and wheelbase, while the type of gearbox with its three powershift ranges, the epicyclic final drives and the power lift (now available in the electronic version) come from the more structured PowerMondial series.







**The innovations.** Landini's new tractor ranges presented at Hanover.

The front grille and the front and rear light clusters have been given a new look.

The gearbox is modular and versatile with 4 synchronized speed gears and three mechanical ranges plus an oil-cooled multiple-plate hydraulic PTO as part of the standard equipment.

The 12 + 12 entry level is offered for both the 30 kph and 40 kph Eco versions and there's also an intermediate 24 + 12 version equipped with mechanical reverse shuttle and overdrive.



**Agritechnica.**Totem dedicated to the new Rex series.

The biggest innovations are the hydraulic reverse shuttle module and 3-stage H-M-L powershift (High-Medium-Low) that provides a total 36 +12 speeds.

The creeper is available as an option for all the versions. The De-Clutch function allows the operator to shift the mechanical gears with the button on the gearshift lever.

Last but by no means least, the engines are also new: 80 with natural aspiration, 90 turbo, 100 and 110 equipped with turbo aftercooler.

But the innovations presented at Agritechnica don't just stop here. The Rex series, one of Landini's most successful ranges, was presented in a re-vamped version that has not merely been converted as to style, but which also offers a higher performance and a specialistic design to face the needs of increasingly more evolved, professional and demanding users.

Finally, another product that received an update was Landini's telescopic *Powerlift*, a machine that has blazed a trail on the market thanks to versatile qualities that make it suitable for use as a telescopic power lift, an agricultural tractor and a forestry machine and that is now equipped with a new engine.

#### Landini's innovations at Agrilevante

espite the fact that these are unfavourable times for the tractor world. Landini has still continued to invest in the more important trade fair events in both Italy and abroad. Amongst these was Agrilevante,

International Exhibition of Machinery and Plant for Agriculture, the most important event of central and southern Italy dedicated to this sector.

The Fabbrico plant took part with its own stand (an unusual occurrence for a venue in which the majority of exhibitors are generally dealers) in the exhibition, which was held from 8 to 11 October at the Fiera di Bari trade fair center.

The event gave Landini the chance to launch several important innovations for both the domestic and worldwide markets, including the new Serie **5-H** tractors and the new specialized **Rex** range. the result of an extensive restyling process. The innovations also included the new Safety-Max (servo assisted safety frame), an electronic device that lifts the two-pillar front safety frame designed for the Rex orchard tractors and presented amongst the technical innovations.

There was considerable interest in the Landini stand. As usual, the crowds of visitors were attracted by the innovations that the Emilian manufacturer presents on every occasion in a constant endeavour to meet the requirements of the different sorts of farming work carried out in the various geographical areas.





Bari. Views of the Landini stand at Agrilevante.

#### **New codes for the Landini tractors**

rom now on, it's going to be easier to identify the family, model and version of the Landini tractors. The Fabbrico plant has now opted for a new denomination standard that will be applied to all the future ranges, with the exception of the specialistic segment.

Each tractor in the Landini range will now be identified by three codes: X-YYY-Z.

X =the first number (3-4-5-6-7) indicates the family to which the tractor belongs, depending on its power bracket.

**YYY** = the second number stands for the tractor's approximate ISO power rating.

**Z** = the third part of the code stands for the specific sub-family in the same family of tractors and depends on the sort of equipment installed.

The new standard has already been adopted, beginning with the new ranges presented at Agritechnica 2009, most especially for the new Serie 5 and 7 tractors.





## Argo Tractors and agricultural machinery, agreement with Confai

stablish increasingly closer relations with the professionals who work with farm machinery as a reference point for machinery services in the agricultural world: this is a goal of primary importance for *Argo Tractors* which, to underscore its intentions, recently signed an agreement with **Confai**, the national organization of Italian Agricultural Machinery enterprises.

The agreement is the culmination of a common desire to develop specific communication and marketing activities able to facilitate the work carried out by the Confai associates while creating new opportunities for the Landini dealers to promote the products with the farm-contractors.

The agreement covers various different initiatives, such as the chance, reserved to Confai associates, to visit the *Argo Tractors* plant of Fabbrico and to receive information about the new Landini products, the possibility for Landini dealers to organize presentations and product demos in collaboration with the provincial branches of Confai and, naturally, the ability for Landini to become the sponsor of events organized by Confai.

## Engines: make way for the turbo aftercoolers

rgo Tractors looks ahead and opts for innovation for its tractor engines as well. This is why the Fabbrico plant now installs the new Perkins turboaftercooler engines in the Landini range.

Already a feature of the Powermondial series, these engines are now being used for certain models in the new Rex series and will also become part of other families of tractors during 2010. Characterized by a perfect air-fuel mixture, these new engines provide better combustion and efficiency, higher power and torque and low running costs.

#### Powermondial Adventure, the first award goes to Sicily

gratifying goal after a summer characterized by the most singular video game of the moment, *Powermondial Adventure*. A game that was part of *ArgoTractors'* innovative marketing strategy, one that involved thousands of tractor enthusiasts and the Landini brand in an endeavour to win the longed-for final prize: a cruise in the Caribbean for two people.



**Licata.** The prize is consigned to the winner by M.Danieli, sales manager for Italy.

And the prize was won by Sicilian **Calogero Ripellino** who, with the nickname of "*Gero*", was picked out from amongst more than 2000 competition participants.

A victory that was not just due to the luck of the draw, but also to the incredible commitment that **Oma**, the Landini dealer of Licata, in the province of Agrigento, dedicated to the initiative by distributing an vast number of cd with the video game, essential for playing and taking part in the competition, during the open day held last April.

Besides the final super-prize, drawn last 31 July, several other prizes were awarded each month throughout the entire duration of the competition to the best competitors who, striving to reach the highest score and beat the other players, walked off with an *HP mini notebook* and an *iPod Touch*.

#### Saint Tropez chooses Landini

**Powermondial 115** at the service of the municipality of **Saint Tropez**. Equipped with a land-clearing attachment, the Landini tractor was purchased for ground care, especially for use along the edge of the roads. The sale was concluded by **Serge Volle**, the local dealer who possesses an excellent reputation.

"The customer had asked for several offers", explained *Gérard Vallier*, Landini's regional sales manager. "In the end they chose *Powermondial* both for its competitive price and for the qualities of the tractor, which perfectly matched the tasks for which the machine was required". The professional dealings and reliability of the dealer and his after-sales service were certainly amongst the reasons for the choice.

#### **Powermondial takes part in the Seedliner Tour**

**owermondial:** the tractor par excellence in the medium-high power bracket. Not by chance was a Landini *Powermondial 115* chosen by the *Kuhn Group* for the "*Seedliner Tour*", an itinerant event dedicated to sowing that travels around Europe and that last 3 and 4 October, made a stop in Italy, at Petrignano di Assisi, in the province of Perugia. On that occasion, the *Powermondial* was used in conjunction with an open field sprayer, one of the most groundbreaking and technologically pioneering implements launched by the French market.

With its 110 HP power rating, the *Powermondial 115* tractor is top of the range in the *Powermondial* series, machines that suit both the farmer and the farm-contractor as they can be used with the utmost versatility for both light work and heavy-duty jobs in the open fields, like ploughing for example.

The tractor-sprayer combination created for the event is an example of a perfectly integrated dual concept offering technological features able to provide tip-top efficiency in the fields by working together.

## An Important fruit producer opts for Rex and Mistral

andini specialization wins yet again. The **Europa 2000** cooperative enterprise, one of the biggest Italian fruit producers with headquarters in Aprilia, in the province of Latina, chose the Landini brand.

The dealer, **Latina Trattori**, actually consigned 6 tractors from Landini's specialized range to the enterprise, which has orchards covering about 800 hectares. These machines included two *Rex 90 GE*, one *Rex 80 GE* and three *Mistral 50* tractors.

Besides the quality and high-level technology featured by the machines, the enterprise particularly appreciated the rapidity with which they were consigned by the dealer who, knowing how urgently they were required to deal with a campaign that was in full swing, did all in his power to make an ultra-fast delivery.



**Aprilia.** The Landini specialized tractors consigned to Europa 2000.

#### "Made for you": Landini's 2010 calendar

andini puts the focus on **the human factor** for 2010 and this is the subject to which the next Landini calendar is dedicated in an endeavour to underscore the indissoluble link between manufacturer and customer.

"Made for you" is the message launched by Landini in the photos of the new calendar, emphasizing how work, know-how and passion are an integral part of every product that leaves the assembly lines.

To highlight this concept, the photos of the tractors as they are assembled are presented along with the people who make them, thus highlighting both the human side of the company and a production range that's all *Made in Italy*, designed to meet the expectations and requirements of the end users in a real and coherent way. But Landini's 2010 calendar also expresses the dynamic outlook of a pioneering enterprise like Landini by acknowledging and underscoring the irreplaceable value of its employees.







# Rex: top of the specialistic sector.

An important restyling process for the range has vastly improved its performance, ergonomics and design.

hen you speak of *Rex*, you're speaking about technology, professionalism and specialization. From the time, in 2000, that the specialized tractor of the Landini range was launched on the market for the very first time, it's certainly come a long way and has won the favour of the specialized farming sphere.

Thus the Rex tractor was a successful machine right from the start. Over the years, it has met and

has adapted to the needs of the most demanding farmers thanks to a painstaking development and improvement process.

A vocation that Landini has underscored by subjecting the range to the important current restyling process, the results of which have been presented in a new generation of models featuring new engines, radical improvements to both ergonomics and design, plus the new options now available.

THE RANGE HAS BEEN FULLY **RE-VAMPED AND NOW SPORTS NEW ENGINES PLUS IMPORTANT FUNCTIONAL** IMPROVEMENTS, RENEWED ERGONOMICS AND AN UP-TO-DATE LOOK.

► THE REX SERIES OFFERS A TRULY **COMPREHENSIVE CHOICE OF MODELS DIVIDED AMONGST THE THREE VERSIONS,** F, GE AND GT, WITH 5 POWER BRACKETS **RANGING FROM 74 TO 102 HP.** 

► THE HIGH-PERFORMANCE HYDRAULIC **CIRCUIT COMES WITH LOTS OF OPTIONALS, THUS THE REX** TRACTOR BECOMES EXTREMELY **VERSATILE AND CAN BE USED** WITH ALL TYPES OF FRONT AND REAR IMPLEMENTS.

**TIER 3 ENGINES WITH NEW TURBO AFTERCOOLER MODELS** 

In addition to the new technologies, new look and new options, the Rex series now boasts new Perkins 3 and 4-cylinder Tier 3 engines with new turbo aftercooler models. These 1100 Series environment-friendly engines have been specially designed for agricultural use with modern features and ground-breaking technical solutions.

In the aspirated and turbocharged versions, the 3 and 4-cylinder engines are the Perkins answer to the increasingly more stringent standards governing harmful emissions. Excellent airfuel mixing is guaranteed thanks to particular technological innovations: the result is better combustion and efficiency, higher power and torque with lower running costs and respect for the environment.

new Turbo-Aftercooler The engines installed in certain models of the range offer a further level of performance and power for an even higher degree of productivity.

The new Rex. The increased steering radius boosts



#### **Versatile and professional**

All the improvements that have been made are actually in answer to the real requirements voiced by the specialized farming sphere, where practical, comfortable and versatile machines are needed to deal with the increasingly more professional work.

This is why the Rex tractors are proposed in three different versions, i.e. F, GE and GT, featuring different dimensions, types of axle and transmission, thus achieving an even more comprehensive range to suit a wide variety of applications.

Characterized by a new look, especially for the roof and bonnet, the models in the new range include a much more evolved hydraulic circuit with a wide variety of options that meet the needs of specialistic crops in a truly professional way. Optimized PTO engagement, increasingly more accurate power lift adjustment, the front and rear PTO and new hydraulic performance underscore the developments made to the range. All this plus a tighter steering radius that makes the Rex tractors even more productive.

#### **Speedfive and Powerfive**

But Rex tractors also possess a versatile transmission, where the basic version features the Speedfive 5-speed gearbox in conjunction with the synchronized reverse shuttle.

Moreover, the tractors can also be fitted with the Powerfive module, a Hi-LO electrohydraulic clutch onload that reduces each individual speed gear by 20%, thus doubling the number of speeds that become an impressive 40 FWD+40 REV with the creeper.



#### THE APPLICATIONS

The Rex series is available with different types of transaxles, front and rear axles, wheelbase and track dimensions and three models for an equal number of applications.

### NARROW SMALL-SIZE ORCHARD VERSION

The compact size and interesting performance are ideal for

specialistic work in greenhouses and protected environments. The weight/power ratio helps to prevent the soil from being packed down and improves the machine's overall performance. Low emissions reduce pollution in closed places, like greenhouses.

## LOW ORCHARD CROPS AND AWNING CULTIVATIONS

The GE models are low, narrow

tractors that can be driven without difficulty between the rows of fruit trees, under awning cultivations and in greenhouses.

#### **WIDE ORCHARD VERSION**

Rex GT are the larger tractors with a longer wheelbase and can therefore be used in traditional orchards or for more demanding agricultural work. A high ground clearance and

an extremely tight steering radius allow these machines to deal with the most difficult jobs or work where there's not much space for manoeuvring.

### OPEN FIELD AND TRANSPORT WORK

ditional orchards or for more Highly versatile, thanks to 5 synchron demanding agricultural work. their larger size, the GT model that can be A high ground clearance and is ideal for a wide variety of succession.

applications, including open field and transport work. Ideal weight and weight distribution actively prevent the soil from being packed down too much. Transport work and road circulation become extremely comfortable and fast thanks to the transmission with its 5 synchronized speed gears that can be engaged in rapid succession.

Powerfive is a "half gear" that allows you to overcome momentary obstacles or overloads by merely pressing a button with your finger, and without having to depress the clutch pedal. Powerfive is installed in conjunction with the Powershuttle electrohydraulic reverse shuttle featuring electrohydraulic oil-cooled clutch assemblies. This system makes manoeuvring easy and safe without having to stop the machine or use the clutch pedal.

## Lots of options for the hydraulic circuit

The quality and versatility of these *Rex* tractors greatly depends on their hydraulic circuits, decidedly performance-oriented and with a wealth of options. The standard *Rex* tractors come with two circuits. One supplies the steering system and the various different electrohydraulic controls (diff locks, four-wheel drive, PTO clutch, Powershuttle, Powerfive and forced gearbox lubrication) with a pump featuring a 29.9 *I*/min flow rate. The other supplies the power lift, the auxiliary control valves and the hydraulic

trailer brake with a pump that has a 52.3 l/min flow rate. This solution allows the Rex series to become extremely versatile and productive, with pioneering features in the field of specialistic tractors for orchard work.

#### More space in the cab

Last but not least, the improvements made to the cab interior have added to the degree of comfort and are a decisive feature of the range as the controls have been set in new positions and the cockpit has become much more spacious and comfortable. The new and extremely ergonomic seat and the new adjustable steering wheel are much more relaxing for the operator, while the controls are easily reached and positioned in a simple yet logical way, thus contributing in a significant way to making the tractors easier to use and more productive.

An efficient air conditioning system together with a new way of pressurizing and reducing the noise level make the cab interior a pleasant place of work in all seasons, silent and well away from dust and noise.

Tractors and wine. Two apparently distant worlds, but ones that Landini and Marchesi de' Frescobaldi have decided to share by creating synergies strongly targeted on quality.

rofessionals are always able to reach an understanding. Even more so when their goal is to develop synergies able to achieve a common result. A result acknowledged throughout the world, as in the case of the Marchesi de' Frescobaldi enterprise, whose Tuscan labels are a familiar sight in the most refined wine lists.

Thus excellence of quality is the final goal of Marchesi de' Frescobaldi, an enterprise that has been dedicated to the production of fine wines for 30 generations. A motiva-

tion that is fully shared with Argo *Tractors* which, through the Landini brand with its 120 years of history, has become highly specialized in the production of specialistic tractors specifically designed and built to work between the crop rows of vineyards and orchards. Thus it was the common endeavour to obtain the best results in the vineyard that brought the two enterprises together. So much so, their business relations began in 1997 when the grape-growing and winemaking undertaking purchased its first Landini tractor, an *Advan*tage model. Right from the very start, the meeting highlighted the professional understanding established between the two enterprises, paving the way for a spirit of collaboration that is still progressing to the great mutual satisfaction of both. At the present time, the Marchesi de' Frescobaldi enterprise, which cultivates over 1000 hectares of vineyards in the Tuscany region alone, possesses as many as 45 Landini tractors, many of which belong to the Rex series, the pride of Fabbrico's specialistic range.

'We found we were completely in harmony with the philosophy of the Landini brand right from our very first purchase," affirmed Lamberto Frescobaldi, vice-chairman of Marchesi de' Frescobaldi.

Indeed, the philosophy of our enterprise is based on our conviction that quality is first established in the vineyard, thus by optimizing the way the vineyard is managed.

The Landini tractors were immediately appreciated by our personnel, both as to performance and comfort. Moreover, they are also simple to use and reliable. In actual fact, the operators are the ones who



#### LANDINI, A REFERENCE BRAND.

Specialistic experience in the vineyard and orchard machinery sector is one of the more important characteristics of the Landini brand. Since 1982, the Fabbrico plant has been offering a line of specialized tractors that has gradually become increasingly more complete, reliable and pioneering.

Long tradition and the attention paid to constantly improving the performance provided by the tractors has encouraged Landini to create a range of tyred models designed for professional uses, with narrow and wide orchard models, ultra-specialistic versions for use in the most modern vineyards and even crawler tractors, result of the tradition in this segment. With the Rex, Mistral, Alpine and Trekker series, Landini has become a byword in this sector for tip-top professionalism achieved thanks to the most highly developed technological solutions, from the new Tier 3 engines to transmissions equipped with the hydraulic reverse shuttle, or the modern platforms able to considerably limit the noise level perceived inside the cab.

It is thanks to these characteristics that Landini now represents an excellent reference point in the specialistic field with a production of specialized machines amounting to more than half the entire production of tractors and that is able to satisfy the requirements of the entire sector.



are able to establish the quality of the machinery used on our estates, not the owners of the enterprise or the purchasing manager, since the operators use the machines each day and with them, must resolve all the problems that may occur during work between the crop rows. On the other hand, the dealer we contacted for our purchases has always provided us with an excellent service, always prompt and solicitous. Thus, the number of Landini tractors in the Marchesi de' Frescobaldi estate has grown over time until reaching the 45 machines that currently work in our vineyards."

Nowadays, if you drive past the Frescobaldi estates, you're quite likely to see a Rex tractor or one of Landini's crawler models at work. since these machines are used incessantly throughout the entire year for lots of different tasks, from soil

working between the crop rows to plant protection treatments, mowing grass and shredding pruning residues and weeding.

"Managing so many hectares of vineyards," continues Lamberto Frescobaldi, "is a pretty demanding job. We expect a lot from our tractors and the machines must possess particularly professional features. In this respect, the Landini brand is an excellent choice as the machines provide a groundbreaking and exceptional performance. Right from the very start, we were able to appreciate the dynamic and farsighted outlook of our dealer, with whom we were able to share and compare our mutual expectations." On the other hand, the satisfaction of the Marchesi de' Frescobaldi enterprise for having opted for the Landini brand faithfully reflects that of Argo Tractors for being able to collaborate with such an important undertaking. As Alberto Morra, of the Argo Tractors Management Committee affirms, "Working with the Marchesi de' Frescobaldi enterprise gives our company the important chance to express the professionalism we have acquired during years of experience with building tractors in the best possible way, through a user able to appreciate the technology of our machines and turn them to their very best advantage.

Being the "favourite" supplier of such an important and businessoriented enterprise like Marchesi de' Frescobaldi makes Argo Tractors extremely proud as it is the result of a well-considered and rational choice. Not to mention the prestige of working alongside a name that's famous throughout the world.

In actual fact, the image dividend is quite significant."





## FRESCOBALDI, A COMMITMENT THAT BEGINS EVEN BEFORE THE GRAPES.

Marchesi de' Frescobaldi, one of the most important Italian producers of premium-quality wines, possesses the largest extent of vineyards in Tuscany amounting to 1200 hectares, plus seven estates, all situated in esteemed viticultural areas and dedicated to the production of fine DOCG, DOC and IGT wines. There are many factors behind the excellence of Marchesi de' Frescobaldi wines: the territory, the quality of its grapes, the investment in communication and the professional outlook of the human resources.

Backed by many hundreds of years of experience, the enterprise immediately made the quality of the wine its goal by taking great pains with its production, as well as with the marketing and sales aspects of the business. But all this commitment begins well

before the grapes. It was at the end of the '80's that Marchesi de' Frescobaldi began to think about a new type of viticulture and designed more modern vineyards where the vines were planted more thickly.

Now, after a long process of change to other varieties, Guyot and Cordone Speronato vines are grown in all the Tuscan vineyards of Marchesi de' Frescobaldi. The crop rows are narrow, with no more than 2 meters between them. Thus the machinery required for the crop growing operations also required the enterprise to adopt a new way of thinking. Smaller, narrower, aerodynamic and highly specialistic tractors were required as well as straddle implements able to work quickly during the seasonal campaigns.

It's thanks to all this that the grapes of the Marchesi de' Frescobaldi estates are grown and become the basis for the har-monious, freshly fragrant and full-bodied wines that have made Frescobaldi a great name.

### Lo Buono: well-deserved development

A dealer that's becoming increasingly greater, and not just as to size. Backed by over 30 years in the farm machinery trading sector, **Lo Buono** has made his business a real reference point for the farmers in the Basilicata area, and now occupies a leading position in the northern part of the region.

Some of the credit is certainly due to founder **Donato Lo Buono**, who is now assisted by his son **Michele** and by another five persons who look after different areas of the business. Landini dealer for the past two years, Lo Buono has continued to grow and develop, adapting to the new requirements of the local farmers and the do-it-yourself market, which has become increasingly more important of late.

And it's due to this development that Lo Buono decided to enlarge the business by moving to the new and bigger headquarters more suited to the new requirements and not far from the old seat, in **Genzano di Lucania** (Potenza). The new location, with a built-up area amounting to over 1500 sq m plus an outdoor area, was inaugurated last January in the presence of the mayor and a great many visitors who also came from the nearby Puglia.

This special occasion gave Lo Buono the chance to present the Landini range, namely the *Powermaster*, *Powermondial*, *Landpower*, *Powerfarm*, *Mistral* and *Vision* series that cover all the machinery requirements for the crops in the area, especially the grain crops, which are a feature of the Basilicata region.

Besides the quality of the products, underscored by the synergy achieved with the Landini brand, Lo Buono has also become established on the market for its aftersales service thanks to which the dealer has obtained the total trust of his customers.

Potenza. An inside view of the new headquarters and Michele Lo Buono at the ribbon cutting ceremony.



#### **Bartolini, double the novelty**

It was a dual launching event for dealer **Bartolini** of **Mocaiana di Gubbio** in the province of Perugia.

Last March, the historic Landini dealer organized an open day so as to present two novelties. The first was the inauguration of the new headquarters, a structure formed by two buildings, one, covering 900 sq m to be used for offices, workshop and the spare parts store and the other, measuring 800 sq m, to be used for storage purposes.

The second novelty was Landini's *Powermondial* tractor, a machine that had obtained considerable success in this area in just a few months.

Bartolini works in the upper part of the province of Perugia, in an area where the farms rarely exceed 10 hectares and are often specialized in breeding Chianina cattle.

The dealer enterprise is now managed by **Giuseppe Bartolini**, his son **Giovanni** and by 5 employees, 4 of which work in the workshop, one of the salient features of the business.

Throughout the years, Bartolini has reached an excellent understanding with his customers. So much so, over two thousand visitors flocked to the inauguration day so as to enjoy the festive atmosphere during the celebrations.









Di Prima. Ready to cut the cake.

#### Di Prima inaugurates the new headquarters

Agrigento. Ribbon cutting on a grand scale to celebrate the new, modern headquarters of Santa Margherita del Belice, in the province of Agrigento. An event with **Di Prima** as the protagonist, the dealer who has been marketing farm machinery for over thirty years and who became a Landini dealer in 2000.

The business was started up by Antonino Di Prima and continued with the help of his sons Giuseppe and **Ezio**, both of whom worked hard to develop the enterprise situated in an area Agrigento, in which the customers are particularly demanding as to both the quality of the machines they purchase and the assistance they receive. The local farming enterprises, which mostly deal with orchard crops and vineyards, receive considerable backup from the Landini range, especially when it comes to the Rex, Mistral and Vision tractors and the Trekker crawler series

Thus, these were the models that were the important protagonists of the ceremony that inaugurated the new headquarters, a structure covering some 500 square meters with a workshop measuring another 300 square meters and an outdoor area covering a further 7000 square meters. The event, which took place last 24 October, was a decisive success with over one thousand people taking part, including Mario Danieli, Argo Tractors sales manager for Italy, Ruggero Cavatorta, Marketing and Communication manager, Landini inspector Giuseppe Caracausi and Francesco Santoro, the mayor of Santa Margherita del Belice. The celebration day was concluded by cutting an enormous cake weighing 36 kg decorated with the image of a Landini tractor.

#### Moret and the tractor gymkhana

**Belluno.** If a festival is going to be a real festival, it's important for everyone to have fun. And the Thanksgiving Festival organized by the Gruppo Giovani of Coldiretti of Belluno last 25 October at the famous brewery of **Pedavena** in the province of Belluno, was a really unusual sort of entertainment.

As part of the day's entertainment, a gymkhana featuring one of Landini's Rex 100 GT tractors was organized in collaboration with Bruno Moret of Vittorio Veneto (Treviso), an enterprise that's been working in this area for more than 30 years and a Landini dealer for the provinces of Treviso and Belluno since 2004, in a challenge that numbered 25 of the local farmers as protagonists. A competition based on speed, but especially on the ability to face the obstacles around the circuit and made even more difficult by the addition of a trailer and bales of hay.

The 5 contestants who finished in the shortest time and obtained the fewest penalties were awarded at the end of the contest, animated by exciting moments of suspense. The winners were: Bruno D'Incà (3 min. 03 sec.), Jonny Parolin (3 min. 33 sec.), Ennio Zuglian (3 min. 47 sec.- 2 penalties), Roberto Dal Castel (3 min. 49 sec.- 1 penalty) and Michele Favretto (3 min. 55 sec.- 2 penalties).

Belluno. Shots of the Gymkhana that featured a Rex 100 GT tractor as the protagonist.





## THE 5 WINNERS 3'33" 3'55" - 2 PENALTIES

#### **SALES NETWORK**







**Avigliano Umbro.** The unusual protagonists of the concert: tractors and musical instruments.

#### Tractors give a concert

The event organized by **Alvaro Serangeli** last 13 September in the Piazza del Municipio of **Avigliano Umbro** in the province of Terni, where the historic headquarters of the Landini Dealer is situated, was truly singular.

It was here that the 1st Orchestra Motor Futuristica Concert was held to mark the centennial celebration of the birth of Futurism, the conclusive performance of a week of events entirely dedicated to the artistic movement of the early twentieth century.

The engines of the Landini tractors were the unusual protagonists of the concert as, by harmonizing and producing sounds, they performed two scores, "Suite Motor Futurista" by Alvaro Serangeli and "L'insetto scoppiettante" by Francesco Contili.

Besides enthusiastically running the marketing and assistance activities for the Landini brand along with his family and trusted staff members, Alvaro Serangeli, son of Giuseppe Serangeli the founder of the dealer enterprise, is also a teacher of music education.

"I thought that the fact that engines could become protagonists of a concert was both stimulating and futuristic," Alvaro said. "Tractors produce sounds depending on their revolution rate, with frequencies calculated by a computer. For instance, the musical note D corresponds to the 1000 rpm rate of the Per-

kins engine played by the *Technofarm 80* tractor, while D0 corresponds to the 2000 rpm rate of a *Mistral 50* engine". Thus, along with the performers seated with their music stands in the cockpits, the Landini machines actually became the protagonists of a real concert of tractors amidst the applause of an extremely intrigued and admiring public.

#### Zetatrack at Agri Expo

**Rome.** An event dedicated to agricultural development and business. This is the philosophy of *Agri Expo*, the trade fair that took place from 22 to 25 October last with the participation of *Zetatrack*, the Landini dealer with headquarters in Marino, just two kilometers from Rome's ring road, the Grande Raccordo Anulare. A trade fair targeted on offering concrete proposals and tailormade solutions able to expand the agricultural network. A philosophy with which *Zetatrack* is in perfect agreement since, from the time it was established in 1991, the enterprise has always endeavoured to satisfy the customers' requirements in an extremely professional way.

Thus, the large stand set up for the occasion displayed some of the more representative models from the Landini range, the *Landpower*, *Vision* and the *Trekker* crawler series, machines able to deal with both open field work and highly specialized farming jobs.

Agri Expo. The Trekker 90 in the "M" version and the Landpower 165, just two of the tractors on show at the trade fair.







Training. Lessons in the classroom.



#### A pioneering training program

Training plays a fundamental role in Landini's development process.

The company has always paid the greatest attention to training activities and has invested in order to increase their potential and efficiency.

So much so, Landini took an important step forwards last year, with a view to improving the quality level of its *Training* programs so as to organize this sector of the corporate business in a more professionally evolved way.

To achieve this goal, the Landini *Training* sector is now managed by the Service division, i.e. by the people who deal with practical problems on a daily basis and who are always in close contact with the sales network.

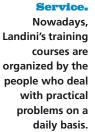
So it's on this aspect that Landini's new training philosophy has been based. The courses are now organized to suit the needs and requirements of the dealers and no longer follow a pre-established calendar.

This provides the sales network with a service that complies with the real needs of the participants, who ask the company for in-depth explanations about specific products or subjects.

The courses held by Landini's Training staff deal with both new products and strictly technical aspects such as electronics, hydraulics and diagnostics. But nowadays, they also face management issues like customer relations, brand loyalty and assistance.

Each course is complete with up-to-date technical documentation, tailor-made to suit the purpose for which it will be used by the participants.

At the end of the course, the participants sit for a final examination and are issued with an attendance certificate depending on the results they obtain.





#### TRAINING: A DEDICATED DVD

Training is a particularly demanding activity for Landini. A commitment that is shared by Italy and the other countries and that allows the sales network, the branches and importers to offer the customers an increasingly more professional and competitive service.

Training is thus an issue of fundamental importance for Landini. So much so, that it has decided to dedicate a DVD to the subject.

The film clip, which includes the more significant phases of the courses held in the headquarters and sales offices, illustrates the well-constructed training program and highlights the practical implications that now characterize this activity. Moreover, the DVD underscores how the new training philosophy puts increasing emphasis on the quality of the service rather than the quantity. For Landini, there's only one final goal: customer satisfaction.



The case. The cover of the case containing the DVD.

## Saint Dizier, the blue heart of France

complete range of 30 to 230 HP tractors designed for large-scale cultivation, breeding farms, specialized crops and ground care. A turnover amounting to some 60 million euros and 84 dealers for the Landini brand alone

These are just some of the statistics of Argo France, the French branch of Argo Tractors, one of the major business centers of the Fabbrico group.

32 million of the 55 million hectares of the French territory are dedicated to agriculture, with another 15.5 million hectares of forests and woods and a highly developed and varied level of mechanization.

Thus a fertile market for the Landini brand able, as it is, to offer a range based on technology and high-level comfort. But that's not all. The Emilian group's French branch can also provide its market with an excellent service, a quality product, plus a professional outlook and a vast organization throughout the country. To achieve this result, the Argo Tractors training division trains 300 persons each year in France, thus contributing towards the success of the brand in that country. Moreover, the French branch, which possesses a plant covering some 60 thou-



St. Dizier. The French Argo Tractors plant.

sand square meters specialized in the production of transmissions for high-powered tractors in Saint Dizier, in the region of Champagne, is constantly committed towards development and improvement projects. From 2001 to 2005, the Saint Dizier plant underwent a complete re-organization process during which investments were made in new manufacturing equipment and in modernizing the way the assembly lines were managed.

But the investments also involved the sales sector and the creation of an increasingly more complete dealer network in the various different regions and cantons of France.

All this has contributed towards the excellent goal attained by the French branch, which was certainly able to keep ahead of the negative situation on the European market during 2009.

This thanks to a total synergy between the professional outlook of the Argo France work team and the availability of new products of great interest for the French market, like the Powermondial 110 tractor, the new Serie 5-H and the new specialized Rex model, successfully launched last December at Sitevi in Montpellier.



#### **REGIONAL MEETINGS** WITH THE NETWORK

Provide the customers with an increasingly more professional and dynamic team. It was with this goal in mind that Argo France decided to consolidate its relations with the dealers by organizing a series of regional meetings that took place from 25 January to 5 February 2010. The meetings were held in different localities as the French sales network had been divided into geographical areas: North-East in Matougues, North-West in Chinon, South-West in Montauban, South-East in Sevre sur Rhone. Besides obtaining feedback from the people who work in the various areas, the meetings also dealt with several issues, from the presentation of new products to sales and marketing aspects and future strategies.





Races. The Landini-signature Porsche owned by "Gilmartin Enterprises in one of the races, where it came second and made the best time.



#### **Landini and Porsche** together

Landini and Porsche. An unlikely pair, but highly successful. Thus "Gilmartin Enterprises", one of the dealers connected to **D&S Machinery**, Landini's distributor and importer in Ireland, combines a passion for the two brands by possessing and competing with a Porsche 997 GT3 in both Ireland and throughout Europe.

Moreover, the dealer decided to sponsor the races in which he takes part by adorning the Porsche with extremely eye-catching graphics, namely by applying the Landini logo to both sides of the vehicle as well as to the bonnet and at the rear.

All this does a lot for promoting the Landini brand in Ireland, where the importer is doing an excellent job.

The azure and darker blue stripes and the Landini logo seem to bring luck to Gilmartin's white Porsche, which often ends up very well placed in the classification.



#### A Landini tractor at the School of Agriculture in Barcelona

Agriargo Iberica recently consigned a Landini Vision 105 tractor to the Higher School of Agriculture of Barcelona, purchased by the Polytechnic University of Catalonia. Landini's Vision is a medium-powered tractor of a compact size. It is also extremely versatile, comfortable, safe and productive.

The model consigned to the School was also equipped with a latest generation hydraulic transmission with Hi-Lo. The "Landtronic" electronically controlled hydraulic power lift, the hydraulically operated power take-off and the three auxiliary control valves with 6 outlets are further characteristics that make the Vision tractor even more comfortable and productive.

Thus equipped, the Vision tractor has now become part of the activities conducted by **Agropolis**, the new Research Center for Food and Agriculture that the University established in **Baix Llobregat** and is used by the new Agricultural machinery laboratory. This Laboratory, which has been recognized by the Spanish Ministry of Agriculture, possesses a timber-covered building that blends perfectly into the landscape of the Llobregat Delta. The Research Center occupies an area of over 9 hectares and also has two greenhouses and a service building with classrooms, office and conference halls. The Laboratory conducts operating tests with fertilizer spreaders, seed drills and treatment implements as well as coordinating research projects for precision viticulture using ultrasonic sensors and scanners for the application of plant protection products. Numerous other laboratory tasks are also carried out, including the organization of technical days and training courses.

Barcellona. The Landini tractor at the Research center for Food and Agriculture. Below from the left: Enric Armengol, Antonio Esteve, Emilio Gil and Gil Gorchs when the tractor was consigned.







#### Agrishow 2009.

The Landini range on show.



#### **Opticom participates** in the Zar Agro Show

Opticom Ltd, Landini's importer for Bulgaria, took part with a 1000 square meter stand at the first Zar Agro Show, held last May in Stara Zagora.

The visitors who lingered in the **Opticom** stand were decidedly numerous, attracted as they were by interesting demos featuring tractors and implements.

Anyone who wished could also conduct a test-drive and try out the Landini tractors first hand.

A specially prepared circuit was also set up for a tractor race, which attracted lots of the farmers.

Zar Agro show is different from the conventional trade fairs like **Dobrich** and **Agra** and was appreciated right from the start for the practical demos and machine trials offered as well as for the numerous entertainment proposals.

Zar Agro Show. One of the practical demos organized by Opticom Ltd and featuring Landini tractors.

#### BRAZIL

#### Brazil, an all-round success

Landini is gaining ground on the Brazilian market. The success obtained at the main trade shows held in the country confirm Landini's positive results in the most important Latin-American market. First and foremost, Agrishow 2009, Brazil's principal exhibition of agricultural machinery that took place during the first week of May.

An important occasion that attracted over 150 thousand visitors to the 6-day open-air event at *Ribeirao Preto* and in which Landini participated with the Landpower, Technofarm, Globalfarm, Mistral and Rex series. Meanwhile, these same Landini tractors were also the important protagonists of the Trade Show's organizational activities as they had been chosen as means of transport from the parking lot to the exhibition center. But Landini's participation in Expointer 2009, the fair held at the end of August at **Esteio**, in the south of Brazil, was equally successful. This time, Landini presented the cab versions of the Rex and Mistral series, machines which are much appreciated in this segment of the market thanks to their singularly high quality and compact size. Besides the success obtained with these tractors, Landini has also won favour with the public in the south of Brazil with its *Trekker* crawler tractors, which are ideal for a wide range of agricultural applications typical of that particular area.





MOROCCO

#### Dimateq, a great success at the Siam Trade Show

Thirteen Landini tractors on show in a stand covering 1000 sq m. **Dimateg** decided to participate on a grand scale at the Siam Agricultural Trade Fair held last 22 to 27 April at *Meknes*, in Morocco.

On the other hand, Siam is the most important international event dedicated to agriculture to be held in the country each year. This was confirmed by the last edition: over 750,000 visitors and 750 exhibitors, with the participation of 25 foreign countries.

Agriculture is one of the most important mainstays of Morocco's economy. Employment in the agricultural sector represents 40% of overall employment.

During the exhibition period, Dimateg sold 400 tractors, which added to almost another thousand sold over the year.

Exclusive representative of the Landini brand in Morocco, Dimateg is one of the country's most important enterprises in the agricultural machinery sector with a turnover that amounted to almost 28 million euros in 2009.

Meknes. Closing day in the presence of the King of Morocco, Mohammed VI (in the center) and Dimateq's Chairwoman and Managing Director, Madame Saida Lamrani Farim (on the left).

**AUSTRALIA** 

#### The first Australian **Powermondial**

An order within a record-breaking time. The first Powermondial consigned in Australia was ordered before the launching campaign for the new tractor at MCG of Melbourne had concluded. Landini's Australian dealer **Geoff Cooper** received a call from **Ray** Croxford, a farm-contractor from Baddaginnie near Benalla in the region of Victoria, who asked for a 115 HP Landini tractor.

So it was that last March, Ray Croxford purchased his third Landini tractor with complete confidence, without even having seen it or tried it out, simply trusting in the reliability for which the Landini brand has always stood out.

Just a few months after purchasing his Powermondial and after 600 hours of work, Ray confided "My lads never want to get out of the tractor. They love working in the spacious and comfortable air conditioned cab."

When asked which were the best features of his new Landini tractor, Ray replied: "At this particular time, it's important to keep the costs down and be competitive. This is where a tractor's efficiency plays an important role. The *Powermondial* really consumes very little fuel, but the most important thing, especially for a farm-contractor, is that it's so reliable. We need to work quickly and efficiently.

In this respect, the Landini machines are extremely dependable and perfect for even the most demanding iobs.'

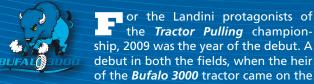
Ray bought his first Landini tractor, a Vision 85, in 2005 and was so satisfied with his purchase and with the service he received from Coopers, that he ordered his second Vision 85 only 4 months later. The Powermondial tractor is the farm-contractor's third Landini.

When asked if he'd ever thought of buying another brand of tractor, Ray affirmed: "No, I'd never buy another brand."

Vittoria. Ray Croxford stands in front of his three Landini tractors, one of which is the new Powermondial.







scene, and in the world of entertainment, when this same machine took part in Bologna's Motor **Show**. A performance within a performance where both the Bufalo generations, i.e. Bufalo 3000, winner of an astounding 5 championships in the Pro Stock Category, and New Bufalo, this year's new entry in the Italian Pulling category, were the protagonists.

These powerful Landini tractors made their debut along with the entire team that took part in the championship when they were exhibited for the first time at the Motor Show in Hall 22, where the pits and weigher used for the race laps had been reproduced.

Meanwhile, a race track had been created in the area outside the Hall. Here, several alcoholfuelled machines developed for the occasion by their manufacturers, such as Argo Tractors' "Cuore Rosso", delighted the crowds with their feats, including sled-pulling. The initiative was decidedly successful, confirming how Tractor Pulling is attracting an increasingly larger number of fans and not only from the agricultural sphere, but also from the world of motor and racing enthusiasts.

Committed as it is towards the growth and success of this discipline, the Argo Team continues to evolve its machines in an endeavour to achieve an ever higher level of reliability and performance.

Even though the new "Bufalo" was launched only a few months ago, it continues to be improved and optimized while awaiting the next championship, at which time the machine will present a decidedly more evolved engine and chassis.





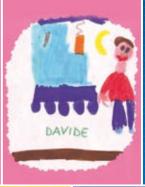






Italian Pulling. Bufalo and the Bufalina girls on the track and at the 2009 Motor Show.









**Tractor Pulling.** Bufalo as seen by the kids.

#### The children and their Landini drawings

Tractor Pulling is not just an entertaining discipline that excites an adult public. Children are also able to appreciate the challenges faced by these big tractors which, amidst dust and smoke, pull their immensely heavy sleds around the racing track. Thus the Argo Team organized an area dedicated to kids with pedal-driven Landini mini-tractors and gifts during the championship stage held at Pezzolo di Russi (Ra) last June. So it was with a party spirit that the children from the D.M. Alfonso Bucchi Nursery School of Chiesuola di Russi were able to take part in the world of Tractor Pulling and tractors as they enjoyed an unusual day of recreation.

In actual fact, the event helped to stimulate the kids' imagination. So much so, that back at school, they all got down to drawing tractors with praiseworthy expertise and creative flair.

#### A Super-super-model

uper in all senses. Both because it's a **SuperLandini** and because of the faithfully reproduced details. Truly extraordinary. The collectors' model proposed by Landini is a real gem for brand enthusiasts.

Manufactured by Landini from 1934 until 1951, this tractor was fitted with a longitudinal two-stroke hot-bulb engine comprising one single horizontal 12,208 cc. cylinder and able to develop 48 HP at 620 RPM. Compared to the

previous Landini models with cooling bath, the Superlandini had a radiator and fan and was certainly a step forwards as to quality when it came to cockpit ergonomics and operator safety.

The Superlandini was one of the most widely used tractors for ploughing and threshing work, and became the symbol of historic change in the agricultural machinery sector. This model is a truly extraordinary addition to the collections of all vintage tractor fans. It sells for 40 euros.



The "Landini Style" catalogue can be consulted and downloaded from the Internet at www.argotractors.com. You'll find it in the All the articles can be purchased from any Landini dealer throughout Italy. Consult the web site to find the nearest one.



GIUSEPPE DI FEO AND GIUSEPPE RAIMONDI - "7 SERIES" ASSEMBLY LINE - FABBRICO FACTORY - ITALY

Italian quality, experience and technical know how. Behind every single Landini tractor there is a dedicated team of people working to build reliable machines that meet both our own high quality standards as well as those of the final customer. This goal is achieved because every single Landini tractor is manufactured with passion.



## Landini looks ahead





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