

OPEN DAYS
**Stunts on a
4 Series tractor**



TRACTOR PULLING
**Argo Team:
the 13-time
champion**

Landini

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Cover photo.

The new Rex 4 at work.



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IL LANDINISTA

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“Landini means tractors”

“Landini means tractors” is the shared belief in the company because besides being a synonym for tractors, **Landini** has always played a leading role in the global agricultural machinery revolution.

This was our source of inspiration when we created the new **Rex 4**, pictured on the cover and launched with great success at **EIMA 2016**. A tractor that does not merely comply with all the most recent standards, but also satisfies the needs of the most demanding customers on the lookout for specialized machines to use in orchards, vineyards, for greenhouse crops and light tilling work in the open fields. Characteristics that also guaranteed success during **SIMA**, in Paris, and at **ENOVITIS** in campo.

Creating such high-level products certainly requires modern and technologically advanced structures, result of on-going investment, but most especially the dedication of strongly motivated women and men who are proud of their work. Qualities that the **2,500** visitors to the **Open Days** event at the **San Martino in Rio (RE)** facility last **May 2017** were able to ascertain first-hand.

Landini is an important point of reference in the lives of farming professionals even beyond the national borders. That's why this issue also focuses on reports from the many “**Landini enthusiasts**” around the world, from **Europe** to **Asia**, **Africa** and **Australia**.

Lastly, a touch of pride in the result of a sports event, the *Tractor Pulling* championship where **Argo Team** achieved victory number **12+1** (for the superstitious).

Antonio Salvaterra



Argo Tractors: all-round investments

Keeping up with new technology is one of the principles of **Argo Tractors** which, over the past few years, has developed its tractor production by adapting it to the farming world's increasingly pressing need for precision, performance, control and running economy.

An important step which has allowed Landini to raise the power ratings of its tractors while keeping fuel consumption down, adopt **Isobus** systems and provide its new machines with a level of comfort similar to that of a car. All this has required a substantial commitment on the part of Argo Tractors which, besides product innovation, has also invested in process innovation by creating new, optimized production structures.

Investments have also been made in cutting-edge manufacturing technologies and computer systems, as well as new, advanced working philosophies such as the **Kaizen** process, applied to the assembly lines in the facilities.

New structures

Application of Kaizen logic required certain important adaptations to the Fabbrico facility, including an extension to the transmission line. To conform to the new principles, a new 1,600 sqm building was added to the 4,800 sqm area, plus a



Fabbrico. The new R&D center.

further 600 sqm where transmissions are assembled for high power tractors. In addition, Argo Tractors has invested around 5.5% of its turnover in **Research & Development** over the past four years and has added a new 3,000 sqm ultra modern, purpose built R&D Center.

It is a modern industrial facility built according to the new **Industry 4.0** concepts and complies with the latest anti-seismic standards.

It houses three different departments. One is dedicated to the construction and developing of new prototypes. Equipped with lifting devices and

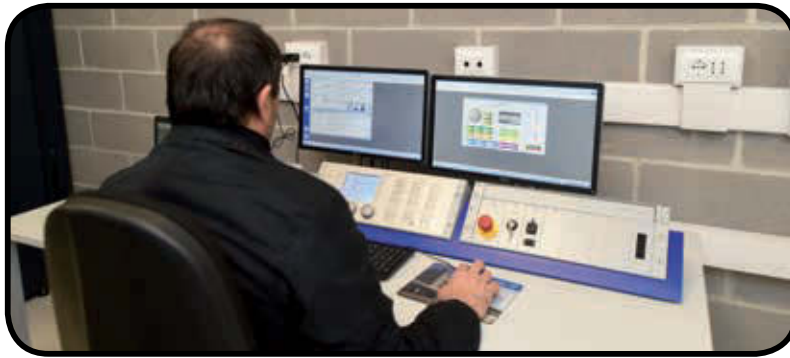


R&D Center. The new test rooms for transmissions and engines.



workstations with PC and Wi-Fi connection to the internal data network, and where operators are also connected directly to the design office.

A second area is equipped with small machine tools to make work more flexible, fast and efficient. All designed to reduce the time taken to design and develop products.



Test room. data monitoring.

The third area houses the “most valuable” investment from a quality and technological viewpoint: two modern engine test rooms with controlled ventilation systems with automatic data acquisition and post-processing systems for qualifying the engine, cooling and exhaust gas aftertreatment systems of the new 50 to over 220 HP tractors, soon to be aligned with the **STAGE V** emissions regulations. A further room includes transmission test cells that will simulate the life-cycle of the tractor. Simulations are recreated thanks to monitoring systems and software in the electric motors built into the test bench.

The aim is to implement state-of-the-art instruments for the purpose of qualifying the product and reducing the entire testing process by using simulation and calculation environments to their best advantage.

Information technology and machining centers

Significant investments have also been made in computer systems and production technologies. PLM modern three-dimensional CAD and management system are available to designers and is the most significant improvement in the last two years.

This provides 3D modelling and design tools which through their use reduces the design time by acting in synergy between the various project sectors (mechanical, electronic, hydraulic and automotive).

Meanwhile, 14 latest generation machining centers have been installed over the past few years, to be used for machining iron castings. The Japanese company **Mazak** is one of the world’s major manufacturers of this type of machine. Another two devices will be arriving over the next few weeks, i.e. innovative **Multipallet** feeders able to provide ultra-fast axes transfer and tool change speeds plus less than one-hundredth of a millimeter positioning accuracy. The more complex parts are machined for even more than three hours using two clamping fixtures and over 120 different tools. ■

ARGO TRACTORS GOES DIGITAL

Provide customers and the sales network with leading-edge tools for full support. This is the goal of the digitization process which, from the beginning of this year, has encouraged **Argo Tractors** to invest in more advanced systems able to achieve high service levels of excellence.

Investments in **CRM software**, in new Corporate and Dealer *websites*, in product configurators, B2B and B2C *e-commerce* and assistance from specialized external providers conforms to the **Factory 4.0** model by integrating all tools at functionality level. The process is also backed by image coordination designed to strengthen **Landini** brand awareness.

Professional management of the group’s *Social media* channels is another of the initiatives designed to step up customer dialogue.

As to the sales network, the aim is to streamline the dealers’ work process. Meanwhile, the new IT systems adopted by Argo Tractors allow communications to be more customer-oriented, less intrusive and will enable product proposals and the provision of services to be tailored to customer needs.

The sales network will benefit from the new tools since customer enquiries can be taken directly and immediately entered into the system. A quote can then be created with minimal effort thereby assuring *top* quality standards.

For Argo Tractors, dealers are a vital part of the corporate structure. This is why it was natural for the Group to invest in the sales network by adopting technologies able to optimize time usage and improve customer satisfaction.



Open Days at the **San Martino** in **Rio** facility

Held last May 27 and 28 at the San Martino in Rio (RE) facility, the **Argo Tractors Open Days** initiative was an unqualified success. Over 2,500 people took part in the event, including the employees and their families to whom Saturday afternoon was dedicated.

The visitors were welcomed to a modern, specialized factory organized according to **Kaizen** principles and complete with a **Research & Development Center** for the tractor families produced there, i.e. the medium-low power and crawler tractor series. Argo Tractors *staff* members proudly escorted the visitors along the assembly lines and through the mechanical



San Martino in Rio. A photo of the event.



Open Days. A group of visitors.

machining departments, the very heart of Argo Tractors technology.

Various important authorities had been invited as guests to the open days at the factory, which had been established at the same time as Valpadana, a brand that has made history in San Martino in Rio and the Reggio Emilia area. **Stefano Bonaccini**, President of the Regione Emilia Romagna department, M.P. the Hon. **Antonella Incerti**, **Palma Costi**, Councillor for Production Activities for the Regione Emilia Romagna Dept., the Mayor of San Martino in Rio **Paolo Fucio**, the Chairman of Unindustria RE Architect **Mauro Severi** and Dr. **Fausto Nicolini**, Director General of the Hospital of Santa Maria Nuova and responsible for the Health services of Reggio Emilia.

"The Open Days initiative at San Martino in Rio is the success of teamwork", commented Valerio Morra, president of Argo Group. "This, thanks to our employees, their families and the authorities who visited the Argo Tractors facilities in a festive and family atmosphere. It was a busy and exciting day that allowed us, of Argo Tractors, to share the results of the important investments made during the last few years with a lot of other people.

We'd like to extend a special thanks to the women and men of Argo Tractors who made every possible effort to highlight the efficiency and value of an industry-leading Italian enterprise."

Along with guided tours of the factory, the visitors were also attracted by the numerous parallel initiatives in the streets of the town: a line-up of the entire new-generation Landini tractor ranges, an assembly of all the machines that take part in the **Italian Tractor Pulling Championship** including our "Landini", another of vintage tractors in collaboration with **Gamae** on the Fortress lawns and *races for kids* in pedal tractors.

Lastly, the two days were animated by a particularly exciting attraction, namely an acrobatic performance by **Folco Team**, which literally enchanted the onlookers. ■



May 28, 2017. The Tractor Pulling rally.

SAN MARTINO IN RIO: WHERE THE EXCELLENCE OF «LOW-MEDIUM POWER» TRACTORS WAS CREATED

Professionalism, expertise, know how. Three words that describe the philosophy of an industrial enterprise par excellence, that of San Martino in Rio, where Argo Tractors creates its ranges of medium-low power tractors for an extremely professional market where the challenge is to concentrate the highest technology into compact dimensions and ergonomic layouts.

The facility situated in San Martino in Rio is where the Landini **2 Series**, **4 Series**, **4D Series** and the F and M, standard **Trekker** series crawler tractors are made.

With a factory covering some 34-thousand square meters, of which 25-thousand are built up, the San Martino in Rio plant can turn out 40 tractors a day

divided between two production lines. These are now run according to **Kaizen** principles, with well defined areas for storage, handling and assembly, thereby improving the industrial processes, assembly time-frames and quality while reducing waste and the consequent production costs. In addition, the facility houses one of the Argo Tractors **Research & Development Centers**, the **RES Experiences Department** dedicated to the tractor families produced on site and the Argo Tractors **Style Center**, where dedicated professionals deal with the functional aesthetic design of the tractor components and bodywork.

Lastly, the San Martino in Rio plant also has a mechanical machining department where the transmission gears, drive shafts and layshafts are made.



Bologna. Glimpses of the Landini stand.



Eima 2016: world preview

Bologna's international trade show **Eima 2016** proved to be a *record-breaking* edition as the 285-thousand visitor milestone was reached, 21% more than the previous edition.

For Landini, the long-awaited Eima 2016 trade fair was the chance to launch the new **Rex**, benchmark range for the specialized farming sector, in a world preview.

A launch that culminated in the show put on at intervals in the Landini stand, loosely based on the "**Fantastic 4**" characters: four, like the 4 Rex versions - F, V, GT and GE - but also as the fourth generation of Rex, which has always been considered "the King of Specialized tractors".

Completely new as to *look* and components, the new **Rex 4 Series** was presented at the Bologna fair in three cabbed models of versions F, GT and V, i.e. Orchard, Wide and Vineyard.

A cabbed version of the Landini **2 Series** was also on show at Bologna with a stylish design and controls in the right place. Modern, agile and compact, the range includes three models 2-045, 2-050, 2-060 STD or GE with 44 to 55 HP Yanmar engines. It is also available in the "GE" version (footstep only) with carefully re-designed rear final drives and platform which lowers the machine by 95 mm over than the Standard version. The result is optimum performance where height and width constraints exist, such as awning vineyards or greenhouses.

The Landini **4D Series**, an efficient sturdy range designed to improve the performance already appreciated by Technofarm users, was also on show in the stand. *Made in Italy* by Argo Tractors, the transmission is the mechanical type with 4 speed gears and 3 ranges. The 4WD versions of the range feature electrohydraulically engaged 4 WD, 1 or 2-speed synchronized PTO,



Eima 2016. The show put on for the REX 4 launch.





Eima. Landini specialized tractors and loaders on show.



for the **new Rex 4**

open-centre hydraulic circuit with 45 l/min. pump flow rate to supply the power lift and control valves, up to 3400 kg capacity rear power lift with supplementary ram, one remote control valve as standard equipment with the option of an additional valve.

Medium-duty utility tractor par excellence, the 85 HP to 102 HP Landini **5D Series** was also on show featuring a 12+12 transmission with electrohydraulic reverse shuttle and hydraulic PTO. Here again, the transmission is Made in Italy by Argo Tractors. In this version, the 5D Series is an optimum *entry-level* model, sturdy, reliable and ideal for work with a front loader, this latter one now available Landini branded for different product families.

A development of the Landpower range, the Landini **6L Series** made its debut in a version with the comfortable sprung axle and an upgraded transmission featuring the renewed *High Medium Low* system for shifting on-load.

The Landini **7 Series** was also on show in the "Active" version, designed to combine simplicity and functionality with the high quality and comfort standards featured by the 7 Series. Available for all four models, from 160 HP to 215 HP, the new set-up focuses on the practical and user-friendly aspects of the tractors. The standard features of the "Active" 7 Series include the 88 l/min open-centre hydraulic circuit, two basic mechanical control valves and up to four optional valves plus two mid-mounted control valves, the 6300 kg capacity rear power lift, the cab with air conditioning system and seat with air suspension.

«Lastly, «**Landini International**» was the corner where the Fabbrico brand presented the **Landforce**, **Multifarm** and the new arrival, **Super Series**. This latter family incorporates the models of the Globalfarm and 60 Series, the purpose being to bring these products, which have long been appreciated in non-EU markets, up to European standards as to style. ■

«THE HUMAN FACTOR»: 2016 TECHNICAL INNOVATION AWARD WINNER

It was called "The Human factor" because it focuses on the Man, the operator who drives the tractor. The new software, developed by **Argo Tractors** in co-operation with **Politecnico di Milano**, obtained the **2016 Technical Innovation Award** at EIMA.

Available for the Landini 6, 6C and 7 Series, the new Argo Tractors device allows the operator's driving style to be optimized in a simple and immediate way with regard to three performance indicators: comfort, safety and economy of the work process.

On board systems detect the operator's driving behavior via a series of components, comprising sensors, control unit, system for communicating data to a remote server and operator inter-

face. The system analyzes the tractor operator's driving style during road transport for example. The driver is encouraged to adopt an optimal driving style thanks to the availability of immediate information processed on the basis of data obtained by means of an algorithm that's independent from the type of route or other conditions (such as the implements carried or the mechanical conditions of the engine).

Thanks to "The Human Factor", the operator is assisted in the continuous improvement of his driving style. Thus this activity is also able to benefit from the principles on which the "Kaizen" system adopted by Argo Tractors is based for the purpose or constantly improving product quality.



Sima 2017: spotlights Rex



Paris. In the Landini stand with the Super, 5D HC and REX 4V tractors.



This year it was an appointment devoted to innovation, since **Sima 2017** focused on the future of agriculture for the next 10 years. A future that's fully reflected in the tractor ranges covering all powerbands that Landini lined up in the large stand at the Paris fair.

First of all, the new Landini **Rex 4** specialist series, completely renewed as to *look* and content. There's now a much wider choice of models, testifying to the increased level of specialization achieved by these machines. Besides their new, reliable four-cylinder *Deutz Tier 4 Interim* engines, these new Rex 4 tractors are equipped with the in-house Argo Tractors designed transmission, an extremely versatile hydraulic system and a stylish appearance. The cab is also available with Protection Class 4 where the operator works in a pressurized environment

monitored by sensors. As well as the four versions for vineyards and orchards, F, GT, GE, V, there are numerous variants and optionals allowing customers to optimize their choice to suit their requirements.

The Vineyard version has additional models and optional features, including a dedicated *High Pivot* axle with increased swing to facilitate steering.

The innovations also involve the front axle of the F and GT versions which, besides the rigid version with electrohydraulic diff lock and 4WD engagement, is now offered with a central suspension system for the very first time.

Landini also presented the complete range of **Utility** tractors at Sima 2017. Much appreciated by European customers for their ability to combine power and driver comfort with characteristics like ease of use and running economy, this tractor range

Sima 2017.
Tractors on show.



on 4 and the **Utility** range



The Landini stand.
The Shop corner.

includes the **4 Series**, **4D Series**, **5D Series** and **5H Series** as well as the **6C Series heavy duty utility** models designed for intensive work.

The Landini **Super Series**, a range designed for international and emerging markets where the Landini *brand* is steadily gaining ground, certainly did not miss the Paris show.

The Super Series incorporates the models of the current Globalfarm and 60 Series in a product that has been brought up to modern standards with 75 to 106 HP engines customized to suit the needs of the target countries.

100% *Made in Italy*, the Landini Super Series combines power, reliability and versatility and provides high performance in many different cultivation jobs. The aggressive *look* is true to the modern Landini *Family Feeling*, while the care for detail, per-

formance and sturdy front axle comply with the very latest standards.

The transmission is manufactured by Argo Tractors and features 4 speed gears and 3 ranges. Different configurations are available: the basic 12+4, an optional 12+12 with *Synchro shuttle* and 16+16 with optional creeper.

The lifting capacity can reach as much as 4,500 kg and up to two mechanically controlled control valves can be installed.

Operator safety is ensured by the folding frame, which also provides excellent rearward visibility.

Lastly, a *corner* within the Landini *stand* was devoted to an increasingly important "shop" area, which presented the new Landini promotional material, the new Landini clothing collection and the much appreciated collectors' tractor models. ■



Sima. An eye-catching line-up of Landini high-power tractors.

An important professional **growth** experience

Having graduated with flying colours from Technical College as Mechanical Technician, **Massimiliano Codeluppi** decided to continue his studies by attending the course in Mechatronics at Fondazione ITS (Higher Technical Institute) of Reggio Emilia, thereby adding to his mechanical skills and becoming a Mechatronics Technician.

"ITS taught me everything about the mechatronic sector, so I had no difficulty even though I'd just started out in the mechanical and electronic field related to tractors. Besides having taught me the basics of mechatronics, I believe that one of the great strengths of my training experiences was that they gave me a comprehensive idea of what companies are today, what they need and the skills their employees must possess.

The world has changed and you have to keep up with the times: I received considerable added value from ITS, since I acquired the means to become able, from the technical viewpoint and as to character, to responsibly and appropriately face any job."

Having successfully passed the course at the Higher Technical Institute, where he distinguished himself from the other students, Massimiliano began to work for Argo Tractors in 2015.

After an initial period in the **Research & Development** (R&D) department, technical and cross-disciplinary skills enabled him to obtain the job of editor of technical use and maintenance documentation for the entire range of Argo products.

"My job was to draft and publish technical documentation, especially the OIB (Operator Instruction Books) and WSM (Workshop Manuals).



First of all, I was responsible for drafting OIB, i.e. Operator Instruction Books which describe how the tractors operate and their specific features, never forgetting everything concerning safety, meaning what to do and what not to do. All for the purpose of preventing damage to oneself and to the surrounding environment.

The second part of my job concerned WSM (Workshop Manuals). These are documents that every technician outside the company who services or repairs the tractors after faults have occurred always keeps close at hand, since these manuals contain instructions about what to do in every situation and in every individual part of the tractor."

Massimiliano distinguished himself in all these tasks, even in those that did not strictly concern his job area. So much so, only 24 months after he started out along his career path he obtained the job of **Technical Trainer Worldwide**.

One of his new tasks is to conduct a technical analysis of the vehicles and then draft the documentation required by all the international trainers, whose job is to train the technical assistance networks worldwide. His is also the task of holding training courses whenever support from the parent company is required.

The goals achieved by Massimiliano are the result of the passion and commitment that, throughout the years, have contributed towards developing an increasing sense of belonging to Argo Tractors.

Such results confirm the attention the company pays to its employees by promoting training courses and career paths. Our one great goal is to continually improve the quality of the products we place on the market and the level of service we offer our customers.

CONSTANT INVESTMENTS IN TRAINING

The major multi-year investment plan launched by **Argo Tractors** for the purpose of technological innovation, expansion of the product range and renewal of the production processes necessarily involves investments in staff member skills, thus in training courses planned yearly by the **Human Resources** manager.

In 2016, courses were held on the **Kaizen** method for the production staff and design engineers, train the trainers courses, commercial focus training about the sale of value and refresher courses about the new CAD tools. Some 800 employees attended the courses for a total of over 600,000 hours.

2017 Calendar, masterpiece of art

The *Landini 2017 calendar* expresses a new **concept** of profound significance, where Landini tractors working in the fields are portrayed by skillful brushstrokes and become part of the artistic scenes depicted by 12 renowned paintings exhibited in the world's most prestigious museums.

Claude Monet, Vincent Van Gogh, Camille Pissarro, Paul Cézanne, Paul Gauguin and Jean-François Millet are the names of some of the artists who created these masterpieces of impressionist and post-impressionist art that, month by month, in a subtle yet meaningful way, form the background for an equal number of technologically advanced masterpieces of "Made in Italy" excellence.

A combination comprising values common to both art and technology, like talent enhanced by the most inspired passion where authentic works of art are the inevitable result.

Extraordinary collection of "masterpieces", the 2017 Landini calendar is available from your Landini dealer or can be downloaded from <http://www.landini.it/landini/calendar/it/30958/Calendario.aspx>



Masterpieces 2017. Some of the images in the new Landini calendar.

Enovitis 2017 among the vineyards of Verona

Enovitis in Campo 2017 was held last June among the hills surrounding the **Villabella Vineyards of Cavaion Veronese**. The Landini **Rex 4 Series** was the unrivalled protagonist of the event, on show for the occasion in the cabbed F and GT versions. Alongside the Rex 4 tractors, the Landini



2 Series and **4 Series** also took pride of place with some thirty tractors at the show as a whole, not only on the Landini plots but also on those of several implement manufacturers.

As usual, the 2017 fair backed by **Unione Italiana Vini** and **Fieragricola** also featured practical trials between the crop rows in vineyards and plant protection treatments using highly specialized vineyard cultivation implements.



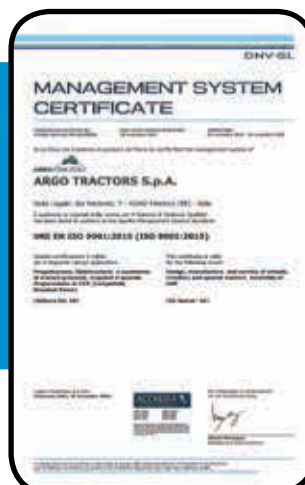
Cavaion Veronese. REX models on show.

Argo Tractors, one of the first companies with ISO 9001:2015 certification

Having continued to pursue its *Quality System mission*, Argo Tractors is now one of the first enterprises in Italy to have obtained **ISO 9001:2015 Certification**, i.e. the latest edition of ISO 9001.

The scope of application covers the design, manufacture and assistance of Landini tyred, crawler and special tractors and assures a regular supply of products conforming to the established quality standards.

Landini intends to stand out on the market for reliability and quality, and to obtain maximum customer satisfaction as to both products and services.



ISO 9001. The certificate obtained.

Argo Tractors continues to back «Libera Terra»

The **Argo Tractors Group** continues to back the **Libera Terra** association through a trade initiative designed to support the work of agricultural cooperatives established on land seized from the Mafia. An initiative that furthers the project launched over 10 years ago together with the municipalities of Fabbrico, Correggio, San Martino in Rio, Rio Saliceto, Campagnola Emilia and Rolo, all in the province of Reggio Emilia. The funds required to donate two tractors, a **Vision 105** and a **Trekker 105**, to the "**Pio La Torre**" cooperative of San Giuseppe Jato (PA) were collected at that time thanks to voluntary contributions from the citizens and employees of Argo Tractors.

Last April, this synergy became even stronger thanks to a trade agreement which will allow the cooperatives belonging to Libera Terra to purchase Landini tractors at extremely favourable conditions. Another step in the endeavour to support legality undertaken by Argo Tractors in 2007.

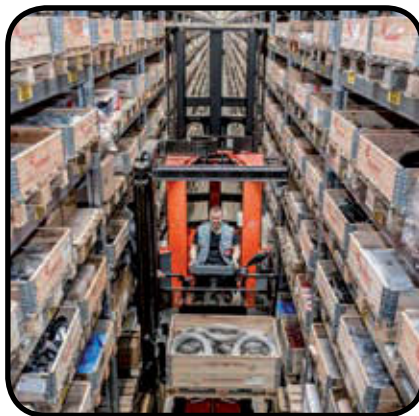


Libera Terra. One of the tractors belonging to Cooperative Pio La Torre.

Argo Tractors and Granit, partnership agreement

Argo Tractors recently signed an agreement with **Granit**, Europe's most important supplier of quality replacement parts, the strategic goal being to increasingly enhance the support provided to the sales network. In addition to original Argo Tractors parts, the Argo Tractors European sales network can now use the customized "ArgoTech" portal to access the vast range of Granit products dedicated to tractors, harvesting machines and agricultural implements, with over 250-thousand articles available.

Initially accessible to the Italian sales network and the Argo Tractors European branches, the service will then be extended



to the European importers. With a history dating back almost one hundred years, Granit is a German company that belongs to the Fricke Group and is an important point of reference in the world of replacement parts. It possesses unrivalled technical skills and extensive knowledge of the sector. So much so, it can provide an optimum combination of product quality and quality customer service.

As well as supplying replacement parts, Granit will offer Argo Tractors *dealers* a design & customizing service so that retail outlets can be created in their premises for selling components and equipment for small workshops.

ITSMaker: presents the "human factor" simulation project

Argo Tractors continues to cooperate with **ITS Maker**, the foundation that each year, with the help of leading enterprises, organizes free training schemes on the subject of mechatronics.

As part of the initiative promoted by the Foundation for the purpose of exploring certain subjects about industry of the future, this year the specialization course students carried out a simulation project concerning the "**Human Factor**" system developed by Argo Tractors to monitor the performance indi-

The Human Factor.
The simulation project.



ces of the tractor-driver combination. The project was successfully launched last 11 March when the "**Industry 4.0 Studies**" exhibition was inaugurated at Spazio Gerra in Reggio Emilia.

Tours around the **Argo Tractors** plants

Discover first-hand how Landini tractors are made: this is the reason why **Landini** organizes numerous visits to its facilities each year. In 2016, the visitors numbered almost 1,200 and almost 900 had already toured the plants in the first six months of 2017. The chance to visit the factories is enthusiastically welcomed by dealers, importers and farming professionals, but also by members of vintage tractor clubs, schools of all levels (high-school students taking



Fabbrico. Visit from French students.



Argo Tractors. A group of visitors.

part in work experience schemes, Italian and foreign universities, participants in post-graduate courses in mechantronics and agriculture, etc).

Visiting the **Argo Tractors** facilities allows the visitors to examine the entire tractor manufacturing process through to the finished product in a rational and advanced organizational context inspired by the Kaizen philosophy based on continuous improvement.

7 Series: the first prize goes to Giorgio Galloni's diorama

The diorama of the **7 Series** was awarded first prize at the agricultural model-making competition of Concorezzo, in the province of Monza. Created by Milanese model-maker **Giorgio Galloni**, the



diorama portrays, in great detail, the **Landini Series 7-215** tractor with bodywork in the special colour produced for the «**Landini 130 Endurance**» event held in Tuscany at the Ciocco sports center in October 2014, just after the conclusion of the 130 hours continuous work to which the tractor had been subjected.

A well-deserved award considering the difficulty the model-maker had in faithfully reproducing not only the tractor, but also the supporting frame of the banner tarpaulin that advertised the event and the figures of the people actually present as the tractor arrived.

Monza. The award-winning diorama.

Wedding ...with **Landini**

Lots of Landini enthusiasts in Italy and abroad decide to celebrate this important event in their lives in the company of a Landini tractor. This was also the desire of **Lauramay Pirie** and **Nathan Smith** of **Conrick** farm in England. The bride planned a surprise for her future husband by arranging for a brand new **Landini 7-175 V-shift**, kindly lent by **Hamilton Tractors**, to be driven to his home in **Creiff Hydro** and to then take him to the hotel where the ceremony was to be held.

England. The newlyweds at the hotel with the Landini 7-175.





Rex 4 Series.

- ▶ A RANGE THAT'S 100% MADE IN ITALY
- ▶ HIGH-LEVEL SPECIALIZATION
- ▶ EVEN WIDER CHOICE OF MODELS
- ▶ NEW CLASS 4 CAB
- ▶ NEW DEUTZ TIER 4 ENGINES

Rex 4. Four like the versions available - **F, RGT, GE, V** - and four like the generations that mark the history of the king of specialized tractors. A great success at the last Eima trade show where it was launched by Landini in a world preview.

The renowned Landini specialized tractor has been radically developed as to design, with increasingly higher levels of ergonomics, comfort and technical-functional content, conforming to the most modern manufacturing standards and

true to the significant degree of specialization achieved by these machines. The innovations proposed by the **Rex Series** begin with the engine, now a performance-oriented, reliable 4-cylinder 2.9-liter *Deutz Tier 4 Interim* (TCD L4) equipped with DOC (but without particulate filter regeneration) and *Engine Memo Switch*, which memorizes the engine rate and allows the operator to always use the best rate for the work required.

Maximum power ratings at 2200 rpm range from 70 HP to 111 HP with up to 6 models per version. ▶



Fourth generation

- ▶ The wider range of models and optionals is one of the most important innovations: the proposal includes 2WD and 4WD versions in the F (for orchards), GT (wide version which can also be used for open-field work), GE (extra-low version for use under awning cultivations) and V (for vineyards) variants.

The solutions available are even more varied thanks to the vast assortment of optional features allowing the customer to optimize his choice to suit his real needs.



Transmissions “Made in Italy”

Produced by Argo Tractors, the transmissions featured by Rex 4 tractors are also new. They comprise a basic mechanical unit formed by three ranges and four speed gears equipped with mechanical or hydraulic reverse shuttle, which can also be fitted with electro-hydraulic *hi-lo* or *high-medium-low*, thereby increasing the available number of speed gears, which can be engaged on-load using the *DeClutch* button without requiring the clutch.

A creeper is available on request. There is also a selection of PTOs featuring electrohydraulic engagement and with two or as many as four speed rates: 540, 540 Eco, 1000 and 1000 Eco.

APPLICATIONS

▶ Orchard

130 cm minimum width for the orchard version, making these highly specialized tractors ideal for use between the narrow crop rows in orchards. Comfort is one of the principal characteristics. An essential feature that a valid, even specialized tractor must possess today, especially considering the long hours that operators are obliged to work in orchards.

▶ Vineyard

Available in 6 models, 70 – 80 – 90 - 100- 110 and 120 V, the Vineyard versions sum up the degree of specialization achieved by the range. Only 100 cm wide and 290 cm in length, Rex 4 V tractors are decidedly compact and perfect for use between the narrowest crop rows. They also feature a new, dedicated High Pivot axle with increased swing to facilitate the 55° turning radius, thereby ensuring ease of handling and excellent manoeuvrability.

▶ Open field applications

With 150 cm minimum width, the Rex GT version is so versatile it can be used both in wide-row orchards and for open field work. This version is wider than the others and is therefore perfect for all-purpose work. The 50+28 l/min split hydraulic circuit and rear hitch with 3,400 kg maximum lift capacity are a further confirmation of the Rex 4 GT tractor's versatile vocation.

▶ Awning cultivations

The Rex range also includes the lowered GE version, designed for use under awning cultivations and available in the footstep version only. As to the remaining characteristics, this Rex version offers the same comprehensive choice of optionals as the other models in the range. This tractor's minimum width is 135 cm.



Hydraulic circuit with double or triple pump

Other key features of Rex 4 are its 50+28 l/min split hydraulic circuit with double pump or 28+41+41 l/min circuit in the version with three pumps installed in the cabbed versions, which supplies up to seven mechanical or electrohydraulic control valves, and the 2,700 kg capacity rear hitch (3,400 kg in the GT version).

Midmount control valves, a flow selector and a flow divider are also available on request to complete the hydraulic circuit.

Axle innovations

Important innovations also concern the front axles of Rex tractors. The Vineyard versions feature a new, dedicated *High Pivot* axle with increased swing to facilitate steering while, besides the rigid version with electrohydraulic 4WD and diff lock engagement, the F and GT versions are now available for the very first time with a central parallelogram suspension, again manufactured by Argo Tractors. The new range comes with 24 or 28-inch rear tyres or, in the case of the GT

version, even 30-inch tyres, thereby confirming the versatile vocation of these “wide orchard and open-field” tractors. The great ease of handling typical of these specialist machines remains an unchanged feature of this fourth generation of Rex tractors and is due to the compact dimensions and 55-degree maximum steering angle.

Cab: new protection class 4

Lastly, Rex 4 tractors feature a modern and functional cab that’s been entirely revamped as to *look* and ergonomics. All this plus excellent front visibility, controls in even more rational positions, flattened central tunnel, air conditioning system and high-level finishes for the utmost comfort.

As further proof of the care and attention that Landini pays to operator comfort and well-being, the new cab is available on request with Class 4 protection, which guarantees a pressurized interior monitored by sensors, thus total safety when plant protection treatments are applied. ■



Modern and straightforward, **Powerfarm** has always been considered the Landini brand's all-time favourite since it has maintained major shares of the market in non-European countries where it expresses its versatile qualities and running economy to the full.

At the beginning of the year the range, which is no longer marketed in Europe, underwent a restyling process which especially concerned its *look*, modernized and brought up to date by a new bonnet that reflects the "*family feeling*" of the latest generation Landini

tractors. With a range of 3 models featuring Tier 3 engines and a further model with a "blu" engine that does not conform to Tier standards, Powerfarm covers a powerband ranging from 83 to 102 HP and over 106 HP in the Powerfarm 110 Tier 0 model.

Whatever the case, the range is ideal for all-purpose use in the open fields and can be configured in many different ways.

The modular basic transmission (*Speed Four*) with 4 speed gears and 3 ranges (12FWD+12REV) can be sup-

Powerfarm, restyling for



Powerfarm 100. The version with Total View cab.

plied in 4 different versions. The basic transmission can supplied with an optional *underdrive* (only for 2WD) or creeper (24FWD+12REV) for a speed of 30 km/h. There is also an optional overdrive allowing the operator to always select 24FWD + 12REV for a speed of 40 km/h. These functions can be engaged by means of the reverse shuttle lever located in a user-friendly position.

The Powerfarm Series includes a hydraulic circuit with 82 l/min total maximum flow rate, a hitch with class 2 three-point linkage and 4350 kg lift capacity as well as position, draft, *intermix* and floating functions, plus up to 4 supplementary control valves, two of which controlled by a *joystick* (also useful for work with a front loader).

The four-wheel drive versions feature a 55° steering angle and oil-immersed disc brakes which, in conjunction with the rear brakes, provide an effective integral braking action on all 4 wheels.

As to comfort, Powerfarm is available in both the footstep version with two-pillar safety frame and with the "Total View" cab for all-round visibility with all-glass side doors hinged to the rear pillar, air conditioning and air filtering systems. When it comes to the cab interior, extensive use has been made of modern, composite materials like those used in the car industry, while the controls are arranged in accordance with the current standards governing ergonomics. The driver's area in the footstep version also complies with ergonomic principles and features an adjustable suspension seat and adjustable steering wheel.

Versatile, hard-working and comfortable, Powerfarm tractors are in great demand in many African, Asian (especially Turkey) and Caucasian countries, sometimes in the High Clearance version for particular crops like those of the the cotton plantations in Azerbaijan. ■



Powerfarm 100. The HC version is in great demand for particular crops.

non-EU markets

Rinaldin presents the new Rex 4 at Ruda (UD)

The new **Rex 4** took pride of place at the event held last 16 December in the highly suggestive location of **Villa Iachia**, in Ruda (UD), when it was presented by **Rinaldin Group**, Landini dealer for part of the province of Treviso and Friuli Venezia Giulia. The initiative was reserved to a group of particularly advanced wine-growing enterprises and estates in the area, sensitive to the subject of highly professional machinery. In this respect, the new Rex 4 is an acknowledged point of reference for wine-growers since it represents the most modern development of Landini's specialist tractors.

Meanwhile Rinaldin, which has its headquarters at Ponte di Piave, is the reference point for specialized wine-growers who can count on the dealer's experience and competence, as well as the excellent service



Rinaldin. The headquarters at Ponte di Piave (TV).



Rinaldin. A glimpse of Nova Agricoltura in Vigneto, at Annone Veneto (VE).

it has been providing in the area for over 30 years. Last June, Rinaldin also took part in **Nova Agricoltura in Vigneto**, an open-air event held at Annone Veneto, in the province of Venice. On that occasion, alongside several models from the Rex Series, the dealer also presented the 4-100 Series. This tractor had been specifically purchased for the demos and outfitted with an auto-guide satellite steering system and other advanced precision devices of use in vineyards.

Besides organizing numerous field demos, especially in the wine-growing sector, Rinaldin also conducts training activities concerning courses on use of the tractors.

Bruno Moret invests in young people

Last 27 June, **Bruno Moret**, Landini dealer in the Treviso area and in the province of Belluno, organized an initiative for the purpose of presenting the new Rex 4 in the splendid surroundings of **Castelbrando, in Cison di Valambrino**. Now run by the second generation, dealer Moret, which has been operative since 1979, had invited a selection of wine-growing enterprises from the Treviso area to the event, chosen from among the best as to size and level of specialization.

The day was divided among various presentations: first an explanation of the dealer's activity, then that of the Argo Tractors Group given by **Mario Danieli** and

finally an ultra-detailed presentation of the new Rex 4.

One of Moret's latest initiatives has been to donate a Rex 100 GT tractor to the **ISSS G.B. Cerletti Agricultural College of Conegliano (TV)**. Thanks to this new tractor, the students of the three-year course of studies will be able to acquire additional experience in the vineyards backed by the high-level technology provided by the machine and take part in the course enabling them to obtain the certificate required in order to use the vehicle.

Lastly, Moret consigned a Landini 2-050 GE to **Ivan Peruch**, the Italian "arm-wrestling" champion... a match between two perfect examples of power!



Moret. Presentation of Rex 4 and delivery of a Landini 2-050 to Ivan Peruch. Champions through and through.

Agriumbria

takes part in style

Agriumbria 2017, the national exhibition of agriculture, animal husbandry and nutrition held last 31 March to 2 April at **Bastia Umbra**, is becoming an increasingly important point of reference for the whole of Central Italy. This year, the success enjoyed by the event was underscored by the exceptional number of visitors who flocked to the Landini stand, set up under an octagonal shaped tensile structure covering some 350 sq m.

A vast area under which all the past year's innovations proposed by the Landini range, from open-field to specialist tractors, were on show thanks to the commitment of Landini dealers **Bartolini** (for the central north Perugia area) and **Berardi** (for the central south Peru-



Bastia Umbra. Landini tractors on show under the big tensile structure at Agriumbria.

gia) area. The visitors certainly showed their appreciation, especially for the 7 Series, 6 Series, 6C Series, 5H Series and 4 Series models, Landini's principal innovations for open-field work, ideal for the mechanization requirements in this part of Italy.

The presence of the two Landini dealers throughout Agriumbria was decisive, as they were able to provide full support to the customers and to give detailed explanations of the new machines.

Ivone Trattori presents the «Gran Basso» Rex tractor version

One of the many variants of the Rex Series, the GB model is a lowered version of the GE and is perfect for crops where the cultivation method imposes height limits, such as awning vineyards.

This is the Rex version to which **Ivone Trattori**, the Landini dealer for the provinces of Taranto, Brindisi and the southern part of Bari, dedicated a two-day event, on 8 and 9 April 2017, by inviting its table grape-producing customers to its headquarters in Gioia del Colle (BA).

The event was a great success, since over five hundred grape-growers took part in the initiative. Vineyard owners who use the awning cultivation technique, thus extremely interested in this tractor which features the same comfort, ergonomics and performance as the Rex Series but is only 128 cm in height

at the steering wheel, less than 100 cm to seat height and comes in a range that comprises 7 models with 68 to 120 HP power ratings.

An interest that for many, developed into an immediate negotiation with the dealer, which has always been a point of reference for wine-growers in the area.

With a headquarters in **Gioia del Colle (BA)**, Ivone has a modern *show room*, a 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.

Sponsoring the **Carnival of Putignano** (one of the most important carnival events in Italy) by supplying Landini tractors is another of the habitual initiatives of this long-standing Landini dealer.

Ivone.
One of the
first REX GB
consigned.



Gioia del Colle (BA). The Rex GB on show at the Ivone headquarters.



GERMANY

Hortitechnica 2016: Landini tractors have a go at horticulture

Dedicated to mechanization in the horticulture, fruit-farming and special crops sector and the presentation of new techniques and technologies for the fruit and vegetable sector, Hortitechnica, the trade fair created thanks to collaboration between the **Stuttgart Exhibition Center** and **Dlg**, was held last November.

During the event, the visitors' eyes were all focused on Hall 1 where the "Cespo" Special about leafy salad vegetables entitled "**Italians take the field – Technology and Innovation in Horticulture**" was organized in *partnership* with Argo Tractors. For the very first time, a market garden was created inside the Hall over an area of 450 square meters where visitors were able to watch the entire lettuce cultivation process using machines operated by Landini tractors. These included a Rex 100 GT, a wide orchard and vineyard tractor which can also be



Stuttgart. The two Landini 5-110D H.C. tractors at work.

used in the open fields for light tilling work, and two Landini 5-110D tractors in the *High Clearance* version, ideal for work in raised-bed cultivations.

This latter range is very popular in Germany where it is used for cultivating asparagus, strawberries and lettuce, and is thus ideal for horticulture. Besides these models, an immobile footstep version of the new 2 Series was also on show at **Hortitechnica**.

"Argo tractors and the Landini brand are well known for their high degree of specialization," commented **Tanja Baering**, General Manager of Argo GmbH. "Field demos are important for the customers since they show whether a tractor or machine is suitable for this or that specific application. The "Cespo" Special provided us with an important chance to demonstrate how the Landini specialist range works in practical situations".



FRANCE

A year of tours, trade shows and demos

It was a busy summer and autumn 2016 for **Argo France** which, in collaboration with its dealers, organized the 2016 edition of the **New Experience Tour**, with field demos of the new Landini *V-Shift* and *Roboshift* ranges.

The branch then proceeded by presenting the specialist tractors and 2016 tractor ranges to its wine-growing customers together with Landini dealer **Ets. Somaref** of Pomport, at the castle of Monbazillac, a historical monument in the French department of Dordogne, where the tractors were displayed with scenic effect.

Argo France was present with the Landini brand in many other trade fairs and events: at **Innov'agri**, which took place from 6 to 8 September in Outar-

ville-Loiret, the branch presented the new 6C *V-Shift* range along with all the other 110 to 195 HP *V-Shift* tractor ranges; at **Space 2016**, held from 13 to 16 September at Rennes, in Brittany, the focus was on the new 6C *V-Shift* with continuously variable transmission.

Argo France then took part in **Sommet de L'Élevage** at Clermont Ferrand from 5 to 7 October 2016, organized along with dealer **Ets Marvalin**. In the middle of October, the branch participated in **Tractomania** at Caussade in collaboration with the journal **Tracteurs Passion et Collection** and Area dealer **Ets. Cravero Motoculture**. Here, all the Landini tractor ranges were presented, from all-time models to the most modern proposals.

Lastly, Landini's activities in France proceeded with a national preview of the Rex 4 orchard and vineyard range at the **Vinitech** trade fair of Bordeaux, held from 29 November until 1 December.



Dordogne. Landini tractors lined up in front of the castle of Monbazillac.



UNITED KINGDOM

Pow Farm: in the cattlesheds and fields with a new 4 Series

Reliability was the first quality that **Robert** and **Sharon Buchanan**, owners of **Pow Farm** in **Powmill**, United Kingdom, were looking for in a tractor. Their farm produces beef and milk and includes 200 cattle on the 440-acre all-forage land. Here, the tractor must work 365 days of the year in the cattlesheds alone, where it is used for preparing three diet feeder mixes a day. *"I wanted a simple and relatively compact tractor but of good quality, affirmed Robert, so since we'd been very satisfied with our Landini Powerfarm 100, we decided to purchase a Landini 4-100 Series. It's much more modern than the previous tractor as to both looks and content. Especially the transmission and the compact 4-cylinder fuel-efficient Deutz engine. The hydraulic pto engagement works very smoothly and takes up drive nice and gently. Something that's very useful in summer when, the tractor's daily routine is supplemented by grass tedding and raking for silage lifted by a forage wagon".*

Excellent manoeuvrability and all-round visibility from the cab were other characteristics that Robert appreciated in the tractor. Pow Farm also possesses a Landini 5-115 H, which is used for demanding work with the loader.

"But it shares the 4-100 model's cab and has a similar control layout" concluded Robert. *"This means we can jump from one tractor to the other with the greatest ease".*



Powmill. The new Landini 4-100 Series at work in Pow Farm.



Santarem. Landini innovations on show outdoors during the fair.



TURKEY

Anadolu launches the 6C Series at Konya

Relations between Landini and **Anadolu** have long-since become consolidated and this year the Turkish importer did extremely well and obtained an impressive turnover.

Anadolu Motor is a big Turkish group that operates in different spheres of activity. One of these is the agricultural sector, which is extremely varied in Turkey.

Anadolu took part in the **Konya Agriculture 2017** trade show in March where, for the very first time, the 6C Series was presented to the Turkish market together with a comprehensive selection of Landini tractors.

The new medium-high power range was a great success since it is ideal for the many different jobs required by Turkish farm owners, which range from heavy-duty operations like ploughing to transport work.

Konya. The new Landini 6C Series presented by Anadolu Motor.



PORTUGAL

Fiera di Santarem: Sagar presents the 2 Series

Always very active in Portugal, Landini's importer **Sagar** took part as usual in the 2016 edition of the **Santarem trade show**, the most important annual fair in the central-southern part of the country dedicated to agriculture which always attracts a vast number of visitors.

This time, Sagar presented the new 2 Series, a range with great potential on the Portuguese market where the specialist segment is expanding at a very fast rate.

Sagar does an excellent job in Portugal through a widespread network of over 40 dealers.

Landini is one of the magiori competitors in Portugal with optimum performance by the Argo Tractors Group, which holds a market share of 8% in this country.

 UKRAINE

Agro Expo 2017. A great success for Landini tractors

In June 2017, Landini's exclusive importer for Ukraine, **Ukravtozapchastyna**, participated in the 29th edition of **Agro Expo**, one of the two most important trade fairs in the country. Organized by the **Ministry of Agriculture and Food of Ukraine**, Agro is an event dedicated to agriculture, farm machinery,



animal husbandry, alternative energy, organic farming and the food industry.

The trade show was an enormous success, as was the Landini brand, present with six tractors including a 7-215 Series, a high-power Landpower 165 and a medium-power Powerfarm 110. This is actually one of **Ukravtozapchastyna's** best-selling ranges in Ukraine.

The importer has been working with Landini for the past 6 years and has 45 branches scattered throughout Ukraine which provide an excellent after-sales and customer support service. The organization employs ten trained technicians and possesses vehicles with mobile repair shops for the purpose of assisting machines where required.

Ukraine. Top: Agro Expo and left: a 7 Series tractor at work.

 AZERBAIJAN

Agrochem, at Caspian Agro for the first time

Exclusive Landini importer for Azerbaijan and Georgia for almost a year, **Agrochem LLC** took part with a huge success in **Caspian Agro 2017**, the trade fair held in Baku last 17 to 19 May.

Caspian Agro is the largest regional forum of producers of agricultural products and food supplies. Its aim is to promote the stable development of agriculture in the region by implementing progressive techniques and technologies in the agro-industrial sector of the Republic of Azerbaijan, exchanging good practices and strengthening mutually advantageous relations between local and foreign enterprises.



Caspian Agro.
Photos of the trade show.

Caspian Agro attracted the public in large numbers. The President of the Republic of Azerbaijan **Ilham Aliyev** and the Minister of Agriculture **Heydar Asadov** also visited the event and even stopped by at the Landini stand, where they expressed great appreciation in the machines on show and in Landini as a company, present for the very first time in the Azerbaijani market.

Agrochem was recently chosen to take part in 3 governmental management projects concerning the production of cotton, for which it supplied 150 Landini Powerfarm 110 *High Clearance* tractors.

In addition to this, the importer has already purchased and sold another 100 tractors, especially Rex 85, for use in the orchards and vineyards of this area.

Meknes.
The Landini
2 Series
raffled off
by Dimateq
during
SIAM 2017.



TUNISIA

Socoopec opens its eleventh branch

The eleventh branch of **Socoopec**, Landini importer and dealer for Tunisia, was inaugurated in December 2016. The new premises is situated in **Sfax**, in the south of Tunisia, thereby completing the importer's coverage of that country, the aim being to increase Landini's already significant share of the market. Besides the importer's main customers and numerous farm owners, several local authorities also came to the inauguration venue underscoring Socoopec's importance in the area where it also represents a point of reference as to the services it provides.

Valerio Morra, president of the Argo Tractors Group and **Alberto Morra**, member of the Management Board also visited the branch in March along with a delegation from Argo Tractors.



Sfax. The president of Argo Tractors **Valerio Morra**, with **Mohamed Loukil**, president of Socoopec at the branch.

MOROCCO

Dimateq, a steadily growing market

Held in **Meknes**, Morocco, the **SIAM** International Exhibition of Agriculture always attracts an extraordinarily large number of visitors. Once again, Landini importer **Dimateq** participated in the event, which took place in April 2017, by presenting a comprehensive array of machines from the Landini International range, with a 2-050 model beribboned for the occasion. This tractor was actually raffled off during the fair in a competition among all those customers who had purchased a Landini tractor in 2017.

Dimateq is a very important presence in the Moroccan market both as to volume of tractors sold and market share. Constant growth on the Moroccan market has resulted in the Landini brand becoming market leader for the fourth year running.

AUSTRALIA

Inlon, tractors to suit customer needs

Inlon has been Landini's importer for the states of Victoria, Tasmania, New South Wales and Queensland since August 2016 and is doing a great job in the country. The most popular tractors here are Landini open-field models Multifarm, Super Series, Powerfarm, Landforce and 5H Series, Rex F-GT, Powerfarm HC and 5D HC Series tractors and the 9000 Series equal-wheel models.

With its headquarters north of Sydney, Central Coast, Inlon has been operating in the agricultural sector for more than 30 years with a business that's been handed down from father to son. **Jim Jardim** is now proprietor and *General Manager*.

Specialized in all agricultural sectors, Inlon's feature is to *customize* the product for the end customer, especially the high clearance models: thanks to extensive practical experience, the importer is able to satisfy the many and often unusual requests as to wheelbase or wheels. In-depth knowledge of the sector, the product and market plus a business outlook that focuses on service and customer care are, in fact, the key features of Inlon which, with its dealer network, is able to cover the vast East Coast territory.



Victoria. Participation in Farm World 2017.

On-going after-sales support

Provide customers with rapid, precise and tailor-made solutions worldwide. That's the goal of **Service Landini**, an initiative which now counts on highly trained professionals able to resolve any issue that may occur.

One of these is **Matteo Capiluppi**, who joined the company at the beginning of 2000 as a warehouse operative and is now the point of reference for all Service problems received from outside. In short, Capiluppi is the Service contact person for the inspectors and agents who work outside the company, and looks into problems concerning use, application or faults involving the Landini product.

His task is to swiftly and soundly resolve problems by interfacing with the *engineering* and design departments to ensure the customer receives an immediate reply.

"I've acquired a lot of experience during all these years of work, says Matteo, "and this allows me to easily decide the best way to resolve problems. We must find the right solution for the customer and find it as quickly as possible".

Matteo acquired experience along the way. He joined Argo Tractors as a warehouse operative in the San Martino in Rio parts department. Just one year later, he moved to the **Specifications Office**, in the parts area dedicated to component recognition. In just 6 years, Matteo earned the position of

Office Manager, a role he has now resumed after a brief interruption, in addition to his Service support activities.

2013 marked an important turning point for Capiluppi, who started out with the Service department for the purpose of creating a fundamental link between the *engineering* staff and the problems reported by his colleagues worldwide. Matteo Capiluppi is the true driving force behind the entire Service facility: his tasks are even farther-reaching and also concern the choices to be made when new tractors are fitted out, especially when they are intended for foreign markets.

"My job, affirms Matteo, is to understand what the sales network and service managers need and propose solutions tailored to often unusual issues, always through direct contact with the engineering department experts".

Experience, and perfect awareness of how the company functions play a fundamental role when it comes to speeding up the processes and finding the shortest way to an efficient solution. All this experience has provided Matteo Capiluppi with the ability to be friendly and helpful in all his interpersonal relations, and to identify himself with customers who are momentarily in difficulty. Thus Service Landini is always perfectly efficient even when assistance is provided for customers who are thousands of kilometers away. ■



Service.
Matteo
Capiluppi,
driving force
behind all the
activities.

“Capsule Collection”, news from the Landini catalogue

The range of Landini *brand merchandising* articles is even more modern and complete. “Capsule Collection” is one of the innovations.

It's a line dedicated to the brand that includes articles of clothing, such as the elegant **down jackets**, **polo-shirts**, **windcheaters**, **sweatshirts** and **caps**.

The Capsule Collection is a range of refined apparel tailor-made for men and women, but without forgetting the kids. It even includes a pedal-operated rideable **7 Series** tractor (for children aged 3 to 7 years) in two versions, with trailer or with trailer and bucket.

1:32 scale models of the **7 Series** and **4 Series** continue to be available. ■

Capsule Collection. From the left: windcheater with detachable sleeves, down jacket, sweatshirt and polo-shirt.



P/N: 6620332A1 (SIZE M)



P/N: 6620336A1 (SIZE M)



P/N: 6620385A1 (SIZE M)



P/N: 6620409A1 (SIZE M)

**Pedal tractor
7-215 Series.**
With trailer.



P/N: 6617766M1

**Landini
cap**



P/N: 6619945A1

Rideable tractor.
For the kids.



P/N: 6606814A1

4-105 Series.
1:32 scale
model



P/N: 6610732A1

Landini Lifestyle. All Landini-brand articles can be purchased from our dealers.



Argo Team, the 13-

After a lull, interest in **Tractor Pulling** is now gaining ground. This is testified by the increasing number of enthusiasts who happily crowd the spectator areas during the competitions. And the number of Landini fans keeps growing, especially since this tractor has won the last 4 championships, making it a 13-time winner if you consider all the victories obtained by **Argo Team**.

Tractor Pulling continues to be a discipline where the Landini brand can provide proof of all its sturdiness and especially its reliability, severely put to the test by the harsh conditions to which the tractors are subjected as they pull the sled. Engine rates over double the maximum normally used, turbo pressure exceeding 5-6 bar, power ratings pushed to the maximum, all for the purpose of towing the characteristic power transfer sled over 100 meters of beaten track. Despite the presence of increasingly valid and expert competitors, the Landini never gives up and, after the 2016 victory, came first again in the 2017 **Pro Stock** category.

"Our passion for engines is in our blood and continues to fill us with enthusiasm in competitions that are becoming increasingly difficult", explained **Franco Paterlini**, Manager of **Argo Team**.

"Nowadays, our Landini competes against really skilled opponents. This is why our Team is always striving to improve the performance of the vehicle, but without going as far as to compromise its reliability".



Tractor Pulling. Starting point of one of the stages of the championship.

According to *Argo Team*, reliability is the main characteristic a tractor must possess if it is to win championships.

*"Our Landini is an extremely reliable vehicle and our driver **Elvio Moretti**, possesses faultless experience. All this has allowed us to achieve our current success,"* concluded Paterlini.

The 2017 championship opened with the first static display of *Tractor Pulling*, which was held at San Martino in Rio at the same time as the **Landini Open Days** event and then concluded when the championship was won on 26 August at Jolanda di Savoia (FE). Interest in this motorsport is certainly growing by leaps and bounds and the Landini fans flock in increasing numbers to the race tracks. So much so, almost 4-thousand spectators were present at the last stages. ■



Argo Team. 13-time winner in the Pro Stock category.

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