

IL LANDINISTA 19



NEW-ENTRY

The 6H heavy duty series

ARGO TRACTORS

Ongoing investments in production

L SERIES

The range of front loaders

Landini

Passion for Innovation.

IL LANDINISTA 19

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IL LANDINISTA

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“PASSION FOR INNOVATION”

Innovation and passion have always been the cornerstones on which the strategy of **Landini** has been based. Concepts cultivated during 134 years of activity in the agricultural machinery industry. So it is only natural for the new payoff chosen for this Italian brand, well-loved and appreciated the world over, to refer to these values in such a direct way.

To underscore this and all the other novelties, we decided to give our (but especially your) journal a modern, attractive layout and visual identity.

In November 2017, **Agritechnica** enabled **Landini** to present the complete range of **REX 4** specialist tractors, always a point of reference among farming professionals, as well as the **2 Series** and the new cabbed **4D Series**.

Installation of new engines in many of the tractor families and introduction of the umpteenth European regulations at the beginning of 2018 have had considerable impact on the **Research & Development** activities. So much so, that **Argo Tractors** decided to maximize this commitment by developing further benefits for all “**Landinisti**” enthusiasts, i.e. by investing in quality and new product specifications, presenting new-generation tractors like the **6H Series** (portrayed in the cover photo), the **5 Series** and by launching the new **REX 4** footstep version. Innovations that were all displayed and awarded at **FIMA in Zaragoza**, at **Fieragricola in Verona** and at **Enovitis in Campo**, the travelling winegrowers show which, this year, actually took place in Fabbrico, allowing the “**Argo People**” to celebrate together the many successes achieved and get ready for the new challenges of the next few years.

Digital challenges involving our dealer network and more besides: two important agreements were signed at the beginning of 2018. One was with **Topcon Agriculture** and concerned satellite steering-assist systems, the other with **Granit**, professionals in the world of replacement parts, which will add a vast range of agricultural accessories to the **Landini Originali Spare Parts** proposals.

On the international scene, **Anadolu-Landini**, the newly established Joint Venture between **Landini** and importer **Anadolu Motor**, created an industrial enterprise able to provide the **Turkish** market, one of the most important for our business, with dedicated products and production processes.

As to professional growth, a great many training initiatives have been held in the new headquarters of **Argo Iberica**, the Spanish branch in Valladolid, a center of excellence which will certainly “set standards” even beyond the national boundaries.

Lastly, great attention has been paid to the non-European network of branches and importers with specifically designed products like **Landini Landforce** and the new cabbed **Super Series**, certain that the experience acquired over time in over 100 countries world-wide where our brand has become established will continue to strengthen the **long-standing friendship** that binds agriculture to **Landini tractors**.

Antonio Salvaterra



THE COMPANY



ARGO TRACTORS. The company has invested over 5% of its turnover in R&D over the past 5 years.

For the past five years, Argo Tractors has been making important investments to improve production quality and optimize the work schedule. The aim is to limit the production costs, an increasingly important requirement at the present time if companies are to be competitive on the market.

This is why Argo Tractors decided to manufacture most of the strategic tractor components (cabs, transmission housings, forks, wheel hubs, axles, gears, etc.) in-house, thereby allowing the company to keep a watchful eye on their quality, to be more flexible as to lead times and face production peaks without difficulty. Since 2013 the production department of the Fabbrico plant has been devel-

oped and updated. In addition, over 5% of the company turnover has been invested in Research & Development and in purchasing new technologies, thanks to which 16 new workstations have been installed.

Building increasingly technological tractors requires equally advanced manufacturing technologies that conform to the new standards. Hence the first robot-assisted Mazak lathe where the components are loaded and unloaded in a fully automatic way. Two further Mazak machining centers were installed in April. Both are the very latest generation models and are used for mechanical machining operations on iron castings.

Since the high-power range was expanded and new technologies were included to allow customers to choose from among a greater number of options, the tractors have become increasingly complex. So much so, that Argo Tractors found more space was needed for the components required during the assembly phase.

Thus work began in May to enlarge the facility. The aim is to provide more space on the right-hand side of assem-

ONGOING INVESTMENTS IN



FABBRICO. The new machining centers installed in the Mechanical Machining Department.



NEW WORKSTATIONS

bly line 2, dedicated to high-power tractors, where it will increase the area used for sub-assemblies and for the materials used to prepare the assembly kits.

The project also includes restyling the rolling test machines, better known as chassis dynamometers, and optimizing the flow of tractors transiting from lines 1 and 2 at the end of the assembly process, prior to the test operations. A phase in which the tractors are flushed will be included before the rollers so as to effectively make sure that the hydraulic circuits are tight. This is an extremely important test which ensures the customers receive an efficient quality level.

Argo Tractors has also focused strongly on **Digital Transformation** over the past two years. This process has involved all company business areas, including production, where it has allowed us to improve our manufacturing qual-

ity to a remarkable extent. The transformation process has also concerned the workstations in the Mechanical Machining Department where certain important upgrades now allow the actual machines to dialogue directly with the computers that manage them.

The dedicated server used in the process allows the production programs to be monitored in a much more accurate and rational way thanks to centralized management of the machines. «PC Panel» touch screens have also been installed in the workstations and provide the personnel with efficient support when the daily production data are monitored since the most up to date operating documentation is available at a touch. All these new investments represent a highly important technological leap forward for the production area of Argo Tractors since they improve both manufacturing quality and the quality of work.



AGRIARGO IBERICA, INAUGURATION OF THE NEW SPANISH BRANCH

The developments at Argo Tractors are not confined to the production facilities alone. Along with the digitization process, the company also decided to proceed with several projects aimed at modernizing and enhancing the efficiency of the distribution network, always a focus of attention for Argo Tractors.

Thus opening of the new headquarters of Spanish branch **AgriArgo Iberica**, focal point of the marketing strategy for the Landini and McCormick brands, is an example of "best practice". Inaugurated last September 29, the branch is located in **Villamarciel** (Valladolid), in the Autonomous Community of Castilla y Leon, number one area for the sale of high power tractors in Spain and in second place as to overall volumes.

Besides allowing AgriArgo Iberica to be closer to 80% of the sales network in the area, the move was dictated by the need for more space for organizing events and services such as training courses, a permanent site for displaying the tractor range and space for practical demos in the fields owned by the branch alongside the headquarters. A result that has now been achieved. With a total area covering some **6 hectares** and **2,500 square meters** occupied by buildings, the new structure now has enough space to organize and perform many different activities: a classroom for theoretical training, a technical training workshop, general offices, reception and



VILLAMARCIEL. The new AgriArgo Iberica headquarters.

sales offices, a showroom, storage facilities, an outdoor bitumen track and space for field trials.

Thanks to the facilities provided by the new headquarters, a comprehensive program of conferences, field trials, corporate training courses, cooperation initiatives with universities, festivals and theme days were planned and immediately put into practice.

In just the very first months following its inauguration, the branch had already received over 2,000 visitors, while more than 500 farmers had taken part in field trials and demos, training initiatives and sales network development projects.

With a market share on the increase in Spain for the second year running, the Spanish branch of Argo Tractors is expanding the initiatives proposed to date. New services have been implemented and additional investments made in work tools, training and reinforcing the sales network. All this for the purpose of guaranteeing consistency and continuity in its professional and human relations, and encouraging a longer-term view of investing.



Left and below. Scenes from the headquarters inauguration ceremony.



THE COMPANY



ISTANBUL. The Anadolu-Landini production facility.

Last September, Landini concluded an agreement with business partner Anadolu Motor, one of the enterprises belonging to the multinational Anadolu Group, which operates in 19 countries, with 61 production facilities and over 50,000 employees. The agreement concerned the production of tractors in Turkey. The purpose was to meet the specific demands of this high-potential market by means of a plant dedicated to the production of the specific models required in the area, where use of agricultural machinery is strongly developing and increasingly innovative tractors are needed.

The agreement with Anadolu Motor focuses on the production and distribution of a complete range of tractors with specifications well suited to the Turkish market and non-European markets in general.

Initially, the plant will manufacture 50 to 75 HP tractors, but the aim is to extend the range to include 100 HP models within the first 24 months.

Construction of the production facility, which is located at **Sekerpınar**, near Istanbul, in the province of Kocaeli, required an investment exceeding 10 million euros. The plant was inaugurated last April 13 and started operating at the beginning of 2018. The manufacturing strategy conforms to typical Lean Production criteria and the intention is to produce more than 6,000 tractors a year. The ribbon-cutting ceremony was attended by Valerio Morra, president of Argo Tractors S.p.A., Alberto Morra and Simeone Morra, directors of Argo Tractors S.p.A., Faruk Özlü,

Minister of Science, Industry and Technology of the Republic of Turkey, Tuncay Özilhan, president of Anadolu Group, Hursit Zorlu, CEO of Anadolu Group, Bora Koçak, president of the Automotive Group and Hayati Kösoğlu, General Manager of Anadolu Landini.

"Agricultural production in Turkey is important, both as to volumes and quality" declared the president of Argo Tractors **Valerio Morra (Cav. Lav.)** "and this investment is of strategic significance for us". Morra went on to underscore how important and profitable the dealings with Anadolu Group, which first began in 2012, had been to date. "The four 50 to 75 HP Landini Globe models to be produced in the Anadolu Landini facility at Sekerpınar have been specifically researched and designed for the soil conditions in Turkey, but I am equally sure that they will be appreciated and popular in all the markets with similar requirements".

As Tuncay Özilhan, the president of Anadolu Group, affirmed "We are proud to combine the experience acquired by Anadolu Group during 68 years in the business with that of our Italian partner, backed by 134 years of history in designing, developing and manufacturing tractors. This agreement will help our respective countries to support agriculture, exportation and employment".

The importance of manufacturing tractors in Turkey was also underscored during the inauguration ceremony, especially since 72,032 were produced in the country last year, an achievement that established a new record in the industry. With power and quality at the right price as their distinguishing feature, the Landini tractors will allow the Turkish farmers to achieve a high performance. Increased production of the Landini Globe Series, already widely used in the area, will meet the requirements of the local agricultural sector as will the planned production of other models like Rex, Powerfarm and 5H.

One of the aims is to produce around 42% of the tractors locally by the end of this year, 85% within 2019 and then the final goal, 100% for certain of the models marketed in Turkey. The history and experience of Argo Tractors and the Turkish farmers' high level of satisfaction in the Landini machines are the cornerstones on which this project is based.





ANADOLU-LANDINI: JOINT VENTURE FOR THE PRODUCTION OF TRACTORS IN TURKEY

THE COMPANY

After a long process of self-analysis, sentiment analysis, surveys and value sharing with its employees, sales network and customers, Argo Tractors has finally defined the core theme of its mission.

From now on, **Man as the central focus of attention** will be the major objective shared by the three Group brands which, with their technological and historic heritage, have marked the milestones of mechanized agriculture. Landini, especially, is the glorious Italian legacy brand that designs and manufactures a comprehensive range of efficient, performance-oriented tractors appreciated by markets the world over.

Reliability, ease of use, constantly updated technology and a skilled assistance service make Landini tractors an excellent choice for all farm work and specialist agriculture requirements.

Thus Man will always be at the heart of every project. The commitment of Landini is to respect the environment and to make the labours of those who toil in the fields and those who, each day in the factory, endeavour to constantly improve the efficiency and performance of the products, safer and more congenial.

Identification of the new mission soon inspired a new Landini pay-off, "Passion for Innovation", which sums up the values of the Argo Tractors slogan: Quality Work. Quality Life.

FOCUS ON THE CENTRALITY OF MAN





WEBSITES. the innovations include a graphic makeover and accessibility on all devices.

IN THE ARGO TRACTORS MISSION



NEW CORPORATE WEBSITES

After the new mission for the Group and Landini brand had been defined, the marketing activities proceeded with an ambitious new project: complete graphic and technological restyling of the corporate (www.agrotractors.com) and Landini (www.landini.it) websites.

The new websites reflect Landini's desire to dialogue with its customers and dealer network in an innovative and engaging way with contents tailored to the increasingly demanding customers of today's world. Design and layouts have been updated. Images with a strong visual impact and emotional videos have been used right from the home page, from which detailed information about the products, technology, assistance, replacement parts, the corporate sustainability projects and news can be easily accessed.

The Argon Tractors Corporate and Landini websites are available in Italian, English, French, Spanish and German. Besides being published in different languages, the websites also adapt to every sort of device (they are responsive to PCs, Smartphones and tablets).

Thus ease of use for both customers and dealers, with a view to streamlining their work and ensuring access to several permanently active online services. For this reason, a **Restricted area** has been provided for the sales network staff who, after logging in, can exchange information directly and immediately with the parent company and with company representatives world-wide.

Besides the section where contacts, the latest innovations and scheduled events are proposed, each of the websites is linked to the social network platforms. Here, new channels (Instagram, LinkedIn) can be accessed as well as ad-hoc pages for each market where users can establish, create and maintain direct and on-going relations with customers, business operators and all those who are part of the great Argon Tractors agricultural machinery world.



DEALERS. A few of the details in the new headquarters customizing manual.

ARGO TRACTORS GOES DIGITAL: NEW DEALER TOOLS



PARTS. The new web catalogue.

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 2017, encouraged Argo Tractors to invest in more advanced systems able to achieve service levels of excellence.

Investment in CRM software, new Corporate and Dealer websites, a new online access replacement parts catalogue, a product configurator, B2B and B2C e-commerce and assistance from specialized external providers all conform 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.

Meanwhile, important changes have also involved the sales network. The idea is to streamline the dealers' work process by adopting new computer systems allowing communications to be more customer-oriented, less pressing and enabling product proposals and the provision of services to be tailored to customer needs.

The new tools will be a great benefit to the sales network since commitments can be focused on direct interaction with the customers and on the more important daily tasks, 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.

The innovations include geolocation-based social net-

work communication shared with the dealers, optimized website visibility on the search engines to increase traffic to the dealer sites and the **Argo Easy Sell** app, a system dedicated to the sales network to simplify daily work and improve the entire sales process. Using the Argo Easy Sell app or via the web, the dealer can illustrate the products, specifications, marketing materials like brochures or videos, establish prices, discounts, integrate accessories, use tools and propose live offers in real time both online and offline.

THE NEW LANDINI DEALER IMAGE

The new image designed by Landini for the dealers' headquarters is another of the innovations dedicated to the sales network and is presented in detail in the **Headquarters Customizing Manual**. In the eyes of the end customer, the dealer's image is the most visible expression of corporate identity. This is why Landini decided to develop a modern dealer concept, one that is coordinated with the corporate image but allows the dealers themselves to communicate efficaciously with the customers.

The headquarters customizing manual provided by Landini contains all the information the dealers need to give their premises a new look, thereby strengthening the concept of total quality for which the company is known throughout the world and thanks to which the Fabbrico brand has become a leader in many agricultural machinery sectors.

The manual gives instructions for modular customizing initiatives (from signs, totems and flags to ways in which to personalize the different areas of the premises and vehicles) with solutions tailor-made to suit the dealers' requirements. It also proposes lots of articles that can be customized with the dealer's business name or by specially created images.



DIGITIZATION. Argo Tractors has invested in advanced systems to ensure service excellence.





AGRITECHNICA, SPOTLIGHT ON THE REX 4 AND 4D SERIES

A stand dedicated to the specialist range and utility tractors. This was the theme Landini chose for Agritechnica 2017, the much awaited appointment planned for November in Hanover, Germany, focused on innovation in the agricultural machinery sector. Alongside the 2 Series, the spotlights were on the range of Rex 4 tractors and the cabbed 4D series launch, this latter a sturdy, functional proposal designed to improve the performance with which customers of the 4D Series were already familiar.

Models 4-070D, 4-080D and 4-090D feature 68 HP, 75 HP and 88 HP maximum power ratings and are available in

2WD and 4WD versions with Deutz Tier 4 Final engines. Made in Italy by Argo Tractors, the transmission is the mechanical type with 4 speed gears and 3 ranges (an optional 300 m/h creeper is also available).

The 4WD versions feature electrohydraulic four-wheel drive engagement, 1- or 2-speed synchronized PTO, open-center hydraulic circuit with 45 l/min. flow rate that supplies a 3400 kg capacity rear hitch with supplementary ram, one control valve as standard equipment and two as optional. To facilitate lifting/lowering operations, the hitch can be controlled by the Ergonomic Lift System (ELS), available on request.

SUPER AND LANDFORCE: THE INTERNATIONAL TRACTOR CORNER AT HANOVER

The **Super** and **Landforce** Series, ranges created for the non-European markets, certainly did their best to steal the limelight at the Hanover venue.

100% Made in Italy, the Super Series combines power, reliability, versatility and provides a high performance in many different cultivation jobs besides sporting an aggressive look, true to the modern Landini family feeling.

Available in two models, with 112 and 120 HP power ratings, respectively, the Landforce Series is also a sturdily built range of easy-to-use, simple to service tractors with an impressive operating range.

Both ranges are available either cabbed or in the platform version on silent-blocks with folding safety frame.



FIERAGRICOLA: THREE WORLD PREVIEWS

6H Series, 5 Series and the Rex4 platform range: these were the three innovations presented by Landini in a world preview at Fieragricola 2018, the biennial trade show dedicated to agriculture and held in Verona. First of all, the **6H Series**, the new Landini utility family and the newest frontier in the compact tractor segment, since the machines are suitable for all open-field and specialist farm jobs. They can also be used with a front loader and combined implements. The range, which conforms to the Mother Regulation, comprises three models with 110, 119 and 126 HP power ratings. There is a wide variety of transmissions with hydraulic reverse shuttle: 12+12 and up to 48+16 speeds with HML and Creeper. A development of the previous 5D Series, Landini also launched the new **5 Series** at the Verona fair. Ideal for typical farm work, this range combines capability with ease of handling and includes innovative solutions without neglecting comfort and safety.

The new 5 Series features 3.6 liter Tier 4 Interim Deutz engines and DOC catalyst, without SCR. The range is available with 99, 107 and 113 HP power ratings, 12+12 transmission with Hi-Lo (Power Four), HML (T-Tronic) and optional creeper, mechanical or hydraulic reverse shuttle and a powerful 60 l/m hydraulic circuit.

Lastly, the new platform version of **Rex4**, the Landini specialist range, was unveiled at Verona. Besides being attracted by its pioneering technical solutions, the visitors much appreciated the amazing design of these tractors, with their dynamic, streamlined bonnet and mudguards, all of which create a captivatingly aggressive look. The driver's area has been optimized with ergonomic solutions, user-friendly controls and plenty of room, allowing the

FIERAGRICOLA. The new 6H and 5 Series tractors on show.



operator to cope with specialist jobs in a safe, prompt and professional way.

The **4D Series** with cab, the **6C Tier 4 Final Series** and the new **7 Series** available in 5 models with 150 to 225 HP power ratings and 6-cylinder engines were also on show at Fieragricola. But legacy brand Landini did not merely exhibit its ranges at the trade fair. Hitched to different implements, the Landini tractors were the focus of the Dynamic Show held in the areas outside the Veronafiore exhibition halls. In addition, **Folco Team**, the group of stuntmen well known in theme parks throughout the world that has been partnering Argo Tractors for years in many different events, also showed off its prowess in the outdoor exhibition grounds in a spectacular display that included breathtaking feats, chases and special effects worthy of an action movie where motorbikes, cars and especially Landini tractors were the undisputed protagonists.



ANOTHER SUCCESS AT FIMA 2018, ZARAGOZA

From Italy to Spain, February was a month of hard work for Landini which, after Fieragricola, moved to Zaragoza and Fima from February 20 to 24, to highlight the innovations once more: the 6H Series, 5 Series and Rex4, in the platform version. Pride of place was given to this latter series, lined up in a semicircle under the ledwall, proof again of the Spanish market's growing interest in Landini specialist tractors and great appreciation for the Rex Series.

In a sequel to an initiative that Landini had already proposed at Agritechnica and Fieragricola, Fima visitors were able to take part in an event as intriguing as it was singular and appreciated: the chance to take a selfie in a special, dedicated setting with monitor and different backgrounds, published in real time on the Landini Facebook page.



ENOVITIS 2018: LANDINI PLAYS ON HOME TURF

The Landini tractors only had to travel a few kilometers to reach the 2018 edition of Enovitis in Campo. Organized by Unione Italiana Vini in collaboration with Fieragricola-Verona 2020, the touring trade fair dedicated to wine-growing technologies was held on June 21 and 22 at the "Il Naviglio" farming estate of Fabbrico, the town in the province of Reggio Emilia where Argo Tractors, this year's protagonist of the event, has its headquarters.



The trade show started off with awards: one to mark the faithful participation of the company from Reggio in all of the 20 editions of Enovitis in Campo and a **New Technology** award for the **Landini Rex4-120 GT**.

During the two days of the important event, Landini specialist tractors could also be seen at work, where the attention was particularly focused on Rex4, available in both cabbed and footstep versions and in 5 different configurations: V, F, GE, GB and GT.

Besides the V version, specifically designed for vineyards, the range also includes further options including F (narrow orchard) for work in small orchards; **GE** (low orchard) for use under awning cultivations and **GB** (extra low), which is able to pass under the lowest branches along the crop rows. Lastly, the **GT** model (wide-row), designed for both open-field work and wide-row orchards.

Rex4 stands out for its stylish design, where the dynamic, streamlined bonnet and mudguards create an attractively aggressive look. This attention to style is also evident in the driver's area, which has been optimized by ergonomic solutions, user-friendly controls

and plenty of room for the operator to cope with specialist jobs in a safe, prompt and professional way.

Equipped with 4-cylinder 2.9-liter (TCD L4) Deutz Tier 4 Interim engines, Rex4 is available in 2WD and 4WD versions. It also proposes innovative solutions for the transmission, which features 4 or 5 speed gears and an optional **HI-LO** (Power five) able to reach up to **40 + 40** speeds; **the reverse shuttle is either mechanical or hydraulic.**

Rex4 also offers a power take-off in several versions. Mechanical or hydraulic, it comes with two, or as many as four speed rates (540, 540 Eco, 1000 and 1000 Eco). The versatile hydraulic circuit with either 28+50 l/min double pump or 28+41+41 l/min triple pump is another key feature of the range.

Enovitis in Campo enabled the visitors to become familiar with these modern technologies first hand, thanks to the demo trials which took place in the vineyard, thus in fully realistic conditions.



FABBRICO. A glimpse of Enovitis in Campo 2018.

REX 4. THE SPECIALIZED REDEFINED.



REX 4

landini.it

LANDINI REX 4. TOP OF THE CLASS FOR PERFORMANCE, COMFORT AND DESIGN.

The idea was to combine performance and extraordinary ease of handling with automotive-grade operator comfort, ergonomics and safety standards plus stunning design as an added value. The result? The new Rex 4 Series. A well thought-out range of innovative specialist machines featuring two or four wheel drive, cab or platform and leading-edge, efficient, reliable 70 to 112 HP engines. Different types of transmission, reverse shuttle, PTO, axles and suspensions provide the ideal configuration for every job. Landini Rex 4 Series sets a new benchmark for this category of tractors.

Landini®

Passion for Innovation.

ARGO PEOPLE

All the employees from the Argo Tractors plants in the province of Reggio Emilia were invited to the fair, or rather among the vineyards, to see the result of the work to which they contribute first hand.

An event which Argo Tractors had decided to organize during Enovitis in Campo 2018, especially since this year, the fair was held very near to the Fabbrico plant, at the "Il Naviglio" farming estate.

A convivial chance to get together animated by music, sangria and gadgets for the employees and their families who, on the evening of June 21, were able to admire a selection of Landini tractors outfitted for work in the vineyards and appreciate the products created by Argo Tractors from the practical viewpoint.

The initiative was a great success and numerous Argo Tractors employees took part in the "Argo People" project, which focuses on sharing ideas through crowdsourcing.



ENOVITIS IN CAMPO. The evening dedicated to employees.

TOGETHER AMONG THE VINEYARDS AT ENOVITIS IN CAMPO



IMAGES OF THE EARTH IN THE 2018 CALENDAR

«**A**mazing Earth!» You realize just how marvellous our world is when you leaf through the original images in the 2018 Landini calendar. Twelve landscapes that become doubly striking thanks to unusual perspectives graphically reprocessed for an even more breathtaking result than nature already created.

These are the eye-catching surroundings within which, absolutely at their ease, the Landini tractors work: from the 2 Series to the 4, 4D, 5D and 5D HC, 6C and 7 Series, the Rex4 specialized models through to the 9000 equal-wheel tractors and Super Series.

A mix designed to astonish. A highly creative concept to arouse your curiosity.



LANDINI.
The 2018 calendar.



LANDINI SPONSORS THE VBC POMÌ WOMEN'S VOLLEYBALL TEAM

Landini turned the focus on sport when it sponsored the **VBC Pomì** women's volleyball team of Casalmaggiore (CR), during the 2017/2018 sports season.

VBC Pomì is a rather young club, having been established in the summer of 2008, but has soon acquired a strong foothold in the world of women's volleyball by win-

ning several championships with great verve and the league title in 2015. This sponsorship underscores Landini's attention to teamwork, a value that the great tractor brand of Fabbri shares with sports like volleyball and especially with VBC Pomì, a name linked to the farming world since it comes under Consorzio Casalasco del Pomodoro, the Consortium of Tomato Farmers.

The VBC Pomì team members have been involved in different initiatives over the past few months. They visited the Argo Tractors headquarters at the end of the championship and were in attendance at the Landini stand during Fieragricola, where they distributed gadgets, pink balloons bearing the Pomì logo and VBC-Landini bags to the many visitors at the fair.



VBC POMÌ. Some of the team members in the Landini stand at Fieragricola 2018.

FOLCO TEAM, THE SHOW GOES ON

Leading protagonists of theme parks world-wide, after last year's resounding success at the San Martino in Rio Open Days, the **Folco Team** stuntmen continued their spectacular displays with Landini tractors by taking part in suggestive events.

After the Bologna Motor Show last December, Folco Team moved to Verona for Fieragricola. Here the stuntmen braved the weather and put on a show where chases alternated with breathtaking feats and special effects worthy of an action movie and where motorcycles, motor vehicles, and especially Landini tractors, stole the scene. A Landini tractor driven by Folco Team was also the protagonist of a recent TV broadcast called "Vuoi scommettere" with an impressive display of prowess in which a 4 Series tractor burst a long row of balloons on two wheels.



ARGO TEAM. The group of stuntmen at Fieragricola 2018.

ITS MAKER: A NEW PROJECT DEDICATED TO SAFETY SYSTEMS

Argo Tractors collaboration with the ITS Maker foundation continues. To establish a link between the students and the local economic fabric, the foundation promoted a special project by setting up an exhibition last January at **Spazio Gerra** in Reggio Emilia with a view



to comparing the technological systems of two different periods.

Divided into groups, the students developed specific themes. The aim was to draw a parallel between the systems adopted by the air force and those used by industry.

Argo Tractors assisted the group assigned the subject of "**Safety systems: from aeronautics to industry**" by providing the students with a fully powered seat with armrest, so as to illustrate the various functions and controls that ensure operator safety.

Thanks to ITS Maker, there are always a number of students from the mechatronics course who attend internships in various departments at Argo Tractors each year and some of them are subsequently employed by the company.

ITS MAKER. The working group and seat with armrest used in the project dedicated to safety systems.

FIMA 2018: DOUBLE AWARD FOR LANDINI

Fima 2018 was an important occasion for Landini since it received two awards at Zaragoza. One was for "The Human Factor", software that focuses on Man and which won the Technical Novelties prize at Fima. "The Human Factor" optimizes the operator's driving style by measuring three performance indices: comfort, safety and running economy. An algorithm analyzes data acquired as the tractor is driven on the road, thereby motivating the operator to improve his driving style. In addition, the Landini Rex 4 100 GT was awarded the title of "Tractor de Espana" for the "Special tractors" category.

This is an award of recognized national prestige in Spain, which focuses on encouraging the development of agriculture in that country. The jury comprised technicians specialized in agricultural machinery, farmers and certain

specialized press representatives. Their task was to award the best tractors sold on the European market between January and December 2017. The family of Landini Rex specialized tractors has already been much appreciated in Spain for a number of years and is one of the best-selling ranges on the market.

FIMA 2018. Landini receives the "Tractor de Espana" award.



ARGO TRACTORS: A “SCHOOL-FRIENDLY BUSINESS”

Visits to the Argo Tractors facilities are one of the most appreciated initiatives organized each year by Landini. This trend is confirmed by the increase in numbers compared to last year: over 1,200 visitors in 2017 and over 900 just in the first six months of 2018. Visits from customers and potential customers from abroad and especially from schools are sharply rising: almost half the visitors were actually students of all grades: secondary schools, technical colleges, higher technical schools specialized in mechanical and agrarian engineering, universities and training institutes.

It is precisely for this reason that last February, during the award ceremony of the 24th annual “Orientagiovani” event in Rome, Argo Tractors was included in the Confindustria register of **School-Friendly Businesses**. This acknowledgement rewards the commitment of companies that promote the formation of human capital, besides that of entrepreneurs who contribute actively to vocational guidance and work-experience programs, those who support professional training, collaboration with universities, Technical Colleges and, more generally, who are involved in furthering the training of young people.



FABBRICO. Two of the visiting groups.

LANDINI IS ONE OF THE MANTOVA FOOD FESTIVAL PARTNERS

Argo Tractors participated, with the Landini brand, as a partner in the second edition of the Mantova Food&Science Festival. Focused on making science accessible to the general public, this international event took place from May 18 to 20, 2018. It was promoted by Confagricoltura Mantova, which succeeded in grouping together a structured set of food-related initiatives, including the digital developments

in the agricultural machinery industry. Besides presenting a selection of Landini tractors in a stand on the very central Via Goito, Argo Tractors also participated in the organization of a workshop dedicated to “Digital Agriculture”.

Transforming agricultural machines into robots would be a step towards this goal. One that at Mantova, was more than confirmed by Argo Tractors and especially by the electronic systems the Group has fine-tuned to automate its tractors: Landini tractors in this particular case. Systems that are integrated by those proposed by Landini, such as remote diagnosis and maintenance, and fleet management as a way to optimize costs. Thus the public was provided with an insight into the most recent technologies in the farming world and how these new methods are not part of a distant future but tangible reality, already available today.



MANTOVA. A 7 Series tractor on show at the Festival.

ARGO TRACTORS IS RATED ONE OF THE BEST COMPANIES TO WORK FOR IN ITALY

Argo Tractors is one of the 400 best companies to work for in Italy. This was what was revealed by the research conducted on an exclusive basis by the independent German enterprise Statista for the weekly magazine Panorama, after interviewing the employees anonymously so that they could freely express their views. The survey involved more 15 thousand workers in a total of over 1,900 companies each with at least 250 employees.

This was a prestigious tribute for Argo Tractors, which stands alongside important enterprises from other sectors and is the only representative, in the Panorama classification, of the companies in the agricultural machinery industry.



FABBRICO. An bird's eye view of the Argo Tractors plant.



**6H SERIES, THE HEAVY DUTY
UTILITY FOR ALL REQUIREMENTS**

CAB. The “Total View Slim” cab, visibility and ergonomics with automotive-style interiors.



Tilling, sowing, cultivating forage crops and hay-making are only some of the tasks the Landini 6H is able to perform with an excellent level of comfort, technology and efficiency. A machine that can truly be considered the newest frontier in the open-field compact tractor segment.

“Versatile use” are the watchwords, because Landini 6H tractors have been designed to deal with as many tasks as possible. This makes them the ideal choice, especially for medium-sized farms that prefer to work mainly with their own resources without having to invest too much in machinery.

Besides possessing a sturdy structure, these tractors can be customized to suit the needs of each individual farm.

The range conforms to Mother Regulation standards and includes three models: **6-115H** with 110 HP maximum power rating, **6-125H** with 119 HP power rating and **6-135H**, able to reach a maximum 126 HP. The engines are **Deutz 3.6-liter Stage 4 / Tier4 Final** and there is a wide variety of transmissions to choose from, beginning with the basic 12+12 version featuring a hydraulic reverse shuttle through to the 48-16 hydraulic version with HML and Creeper.



- ▶ **THREE MODELS, FROM 110 TO 126 HP**
- ▶ **HIGHLY VERSATILE**
- ▶ **CUSTOMIZABLE CONFIGURATION**
- ▶ **DEUTZ STAGE 4 / TIER 4 FINAL ENGINES**

PRODUCT

When it comes to performance, the numbers speak for themselves: 6,000 kg rear hitch lift capacity and 66 l/m flow rate for the open-center hydraulic circuit.

Standard equipment for all models includes electro-hydraulics for four-wheel drive engagement, diff lock and power take-off. This latter is available in two- or four-speed versions with 540 and 1000 rpm standard rates and reduced speeds.

The ability to fit 38" rear wheels (width 540 mm) and the two-point cab suspensions add to the versatility of these tractors, which are already designed to mount the innovative **Isobus** and **satellite steering systems**.

Lastly, leading-edge solutions for road transport are certainly not lacking thanks to the availability of a hydraulic trailer braking system.

COMFORT AND DESIGN

The bonnet of the Landini 6H Series and its air conditioned four-pillar cab both reflect the most recent Landini family feeling in their design.

Bluetooth radio with integrated microphone, refrigerated and heated compartment, air suspension seat and steering column with height and tilt adjustment systems add to the special features at the disposal of the operator, who can count on a control console specifically designed to combine ergonomics, safety and driving comfort.

THE APPLICATIONS

The 6H Series is one of the most versatile Landini ranges. With its three models and a power band ranging from 110 to 126 HP, it is well able to deal with the many different jobs in medium-sized farms and larger estates.

FODDER CULTIVATION

The 6H Series is the ideal solution for grassland operations since high productivity is assured thanks to the ability to use large implements even in combinations.

SOIL PREPARATION FOR SOWING

The 6H range is the right choice for many open-field jobs, such as soil preparation for sowing. Innovative precision systems, such as satellite guidance and Isobus, can also be used.

ROAD TRANSPORT

Comfortable driving over short distances is assured by the spacious cab, which is a standard feature and available with mechanical suspension. Total safety is guaranteed by the hydraulic trailer braking system.

USE OF THE FRONT LOADER

The range can cope with even the most specialized jobs, such as those requiring a front loader.



HYDRAULICS. Ergonomic controls for the electronic hitch and hydraulic control valves are on the console on the driver's right.



JOYSTICK. The operator uses a joystick to control the loader and the implement connected to it.



ENGINE. Low maintenance and fuel consumption are features of the new Deutz engines, equipped with SCR system + DOC to meet Stage 4 / Tier4 Final standards.



LANDFORCE

**LANDFORCE AND SUPER,
MAXIMUM COMFORT
IN THE CABBED VERSIONS**

Specifically developed for non-European markets, the new Landini **Landforce** and **Super** series testify to the attention paid by the manufacturer to the needs of many different countries.

These two ranges have been designed and developed with features tailored to suit local uses in non-European countries, where the farming areas require reliable, functional and simple-to-use machines. The very wide choice of fittings is what makes these tractors especially versatile and both ranges are available in cabled or platform versions.

More specifically, the **Landforce** range is proposed with the «**Master Class**» cab, featuring a four-pillar construction and generously sized swing doors at the rear. This solution ensures exceptional all-round visibility and allows the operator to climb in and out of the tractor with ease.

The fully soundproofed cab interior has an efficient air conditioning system which creates a comfortable environment for long hours of work in the fields. The driving position with ergonomic controls, sprung seat and adjustable steering wheel improves driving comfort to an even greater extent. The openable roof provides additional visibility when the front loader is used, while six halogen lamps supply an excellent degree of lighting for night work. The platform version of the Landforce tractor has a sprung seat, adjustable steering wheel and controls positioned where they can be easily accessed by the operator.

With its simple, sturdy design, this range is extremely easy to use and features a long operating range, ensuring that these tractors are able to deal with any open-field or farm job.

The Landforce 115 and 125 models with their 112 and 120 HP power ratings, have 4.5-liter 4-cylinder FPT NEF4-2V turbo engines that conform to the Tier 3 emission standards. Both models are available with the basic Speed Four mechanical transmission for a total 12+12 speeds. The tractors can also be fitted with the optional electrohydraulic T-Tronic



LANDFORCE. The comfortable interior of the Master Class cab.

transmission, which has a 3-speed (H-M-L) Powershift and electrohydraulic reverse shuttle. The creeper is available as an optional for both versions.

Landini also proposes the **Super** series in both the foot-step version with two-pillar safety frame, and with the «**Total View**» cab for all-round visibility, all-glass side doors hinged to the rear pillar, air conditioning system in the roof 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 five models in the cabled Super series all have four-cylinder Perkins 1104 turbo engines that ensure excellent fuel economy.

The 100B and 110B Super models are equipped with Tier 0 engines while the Super 90, 100 and 110 models have Tier 3 engines. The cabled Super Landini tractors can be outfitted in various different ways, beginning with the transmission. The standard transmission is modular and features four speeds and three ranges, thus 12 forward speeds, 4 reverse and 30 km/h top speed. Besides the basic transmission, the Synchro Shuttle version is also available, with 12 forward speeds, 4 reverse speeds and creeper, for a total 24 FWD + 12 REV speeds.

SUPER SERIES. The range is also available with the Total View cab.



SUPER



ARGO TRACTORS CHOOSES TOPCON FOR PRECISION AGRICULTURE

After having completed, thanks to the innovations introduced over the past few months, a range of Landini tractors able to cater to the most specific field and farm work needs, Argo Tractors chose TopCon Agriculture for a further step forwards in a business transformation process focused on digitization and technological innovation, without ever neglecting an unwavering attention to the human factor and customer care.

The agreement signed with Topcon Agriculture, global player with decades of experience in creating pioneering precision instrumentation applied to agriculture, will enable Landini to integrate its increasingly advanced product proposals with a complete range of leading-edge solutions.

Topcon is specialized in GPS/GNSS positioning and tracking systems able to enhance efficiency, increase productivity, reduce running costs, preserve the soil and water resources and, as a whole, improve farm management.

Besides products for integrating **Isobus** with implements, the Topcon offer also includes **Precision Steering Management systems (PSM)** with X25 and X35 touch screen consoles with different screen sizes and func-

tionality levels, but the same modularity concept featured by Topcon technology as a whole.

Following the agreement with multinational Topcon, one of Landini's tasks will be to provide **pre- and after-sales assistance** and specific training courses for the personnel, dealers and importers.

A service based on the proven skills of Topcon Agriculture, with its 80 years of experience in the field of positioning systems plus another 40 in designing and creating advanced technology for sustainable precision agriculture.



TOPCON. The touch screen console.



PRECISION AGRICULTURE. Assisted steering is one of the applications.

Increasingly popular for many different farm uses, front loaders have become an important item in the Landini catalogue. The range is called **L Series** and is designed to integrate perfectly with Landini tractors. Front loaders can be factory-fitted on the **4, 5, 6H, 6C and 7 series** ranges or as an after-market solution on all the other ranges. Sturdily built and extremely versatile, L Series loaders include models **L60B/C, L80B/C/P, L100B/C/P and L120C/P**. Measured at the implement axis, the lift heights range from 3.45 to 4.15 meters, while the lift capacity at 2 meters varies from 1200 to 2400 kg. (Lifting force calculated at 180 bar operating pressure at the fork base, 900 mm from the pivot).

STRONG, SAFE AND USER-FRIENDLY

The attention paid by Landini to the strength, safety and ease-of-use of these L Series loaders is truly unique: hollow rectangular-section high-tensile steel for the boom structures guarantees improved resistance to torsional and bending stress. The double-accumulator suspension system (or sin-

gle-accumulator for models L60B / L80B / L100B) absorbs the stress created by rugged ground, thereby guaranteeing operator comfort and improved efficiency when bulk loads are transported while minimizing load losses, vehicle speed being equal.

MAXIMUM EASE OF USE

The L Series is also very **simple to operate**: Using a single joystick lever, the implement can be controlled by the operator while seated comfortably inside the cab. The exclusive **quick hitch/unhitch** system allows the loader to be released from the tractor in just a few minutes.

The range of L Series loaders can be fitted with a **wide variety of end implements** available from the Argo Tractors Parts Division: all-purpose buckets, clamshell buckets, excavation buckets, manure forks, round-bale forks, pallet forks and combi forks. Thanks to these accessories, the operator can perform a wide variety of transport, handling, road maintenance jobs and any other operation where use of a front loader is required.

L SERIES FRONT LOADERS FOR THE ENTIRE LANDINI RANGE



L SERIES. An L100 front loader at work in a livestock farm.

RINALDIN MEETS THE BEST WINE-MAKING ENTERPRISES

Rinaldin, the Landini dealer that operates in the province of Treviso and, under the name of **Agrioso**, in Friuli Venezia Giulia, held a meeting and dinner last November to which representatives from the most important wine-growing enterprises were invited.

An event that the dealer had divided into two successive evenings at its headquarters of Ponte di Piave (TV), the first dedicated to the owners of the enterprises and the second to the professionals who run them.

The aim of both initiatives was to create an opportunity for dialogue with the participants, who took part in the name of a hundred different enterprises, and update them on the dealer's new activities, such as the development of the garden sector and the prestigious certifications obtained. The occasions were also right for presenting the new Landini **Rex4** range which, with its new engines and new hydraulics, is now even better able to meet the requirements of the specialized wine-growing business. The wine-growing sector has always been very important for Rinaldin. Among the numerous initiatives concerning this sort of farming, the dealer also took part from December 12 to 14 in **Fiera Rive** of Pordenone, where the F, V and GT versions of the Landini Rex4 were presented.



REX 4. The evening's principal attraction.



RINALDIN. A few pictures of the REX 4 presentation events.

AGRICENTRO PICENO EXPANDS EVEN FURTHER IN THE MARCHES

Backed by the successes obtained in the province of Ascoli Piceno, where the Landini brand now leads the market, dealer **Agricentro Piceno**, in accordance with parent company Argo Tractors, extended its area of competence to other provinces in the Marche. The dealer made several investments to ensure an efficient and high quality service. These included a new headquarters in **Colbuccaro di Corridonia**, in the province of Macerata, which is managed by Matteo Rubini. Guided by **Giuliano Alessandrini**, the dealer's development and expansion process has also involved cooperation with Agri 88 of Monsano, Jesi (AN), where proprietor **Benito Ombrosi**, son **Francesco** and manager **Giuliano Proccichiani** play key roles.

The dealer also organized numerous other initiatives over the past few months, such as the two presentations in the Marche area when the new Landini **Rex4** Series was displayed to a selected group of wine-growers: the first event was held on February 8 at Ascoli Piceno, in a restaurant near the dealer's headquarters where representatives from some hundred wine-making enterprises of vineyards in the Ascoli Piceno and Teramo areas took part, while the second took place on March 15 at a holiday farm in Cingoli, in the heart of the area where Verdicchio is produced.

Last June 17, Agricentro Piceno also took part in "**Nova Agricoltura in vigneto**", an event held in Osimo (AN) where

numerous wine-growing enterprises from the Marche were present. On that occasion, Landini was on show with all the Rex4 models, their cabs equipped with the Topcon complete automatic steering-assist system, ideal for work between the crop rows of the vineyards in the Umani Ronchi estate.



LANDINI REX 4. Presentation to wine-growers from the Marche.

IMPELLIZZERI LAUNCHES THE REX 4

The new Landini Rex4 was the center of attraction at **Impellizzeri** on several occasions in the spring of 2018. The dealer, whose headquarters is located in **Calatafimi Segesta** (Trapani), held an Open Day in May where the extraordinary and innovative features of the new Landini orchard range were presented.

An excellent occasion for a real-life glimpse of Rex 4 in the cabbed F version, but also of Rex 120 GB in the platform



MARSALA. The Rex 4 presented at Enopolis.

version, protagonist of a gymkhana held in dealer's outdoor area where the visitors were able to take part in a prize-winning contest. Impellizzeri also took part in **Enopolis**, the event held last May 25 at the Podere Badia farm of Istituto Agrario Damiani in Marsala, where lots of tractor-and-implement trials were held between the vineyard rows. Once again the Rex 4 Series stole the day alongside the Landini Trekker 90 F and the 9095 equal-wheel tractor.



ENOPOLIS. The Landini tractor trials.

THE ENTIRE LANDINI RANGE AT SAVIGLIANO

For the very first time, Landini was a direct participant in the **National Fair of Agricultural Machinery** at Savigliano (CN), the most important agricultural event held each year in the Piedmontese town with the support of area dealer **CI.DUE** of Alba (CN) and its respective retailers **Gavarino Macchine Agricole** and **Marenchino Macchine Agricole**.

The complete Landini range with the latest innovations, namely the **5 Series**, **6H Series** and **Rex 4 Orchard**, was lined up in a 300 square meter outdoor stand dedicated to the Fabbrico brand.

The dealer went to a lot of trouble to outfit the stand and, from March 15 to 18, to receive the numerous customers, all of whom were interested in Landini's proposals for both open-field use and the specialist sector, particularly vine cultivation.



SAVIGLIANO (CN). The stand with the Landini tractors.

THE FOCUS IS ON RICE AT VERCELLI

Fiera di Vercelli has always represented a very important event for the entire rice sector. The fair was held last March 3 and 4 at the Exhibition Center of Caresanablot (VC) and Landini took part for the third time with the support of area dealer **Agrigarden Center**, which has its headquarters at Pontestura (AL) and also operates in the province of Vercelli.



All the machinery used in rice cultivation was the focus of the event and **Landini** presented a wide variety of tractor models. These ranged from the 7 Series, also on show with a five-furrow plough for the field trials, to the 6, 5 Series and Rex 4 in the Orchard version. Landini also took part in the inauguration conference entitled "**La risicoltura sotto scacco**" ("Rice cultivation in check"), where **Mario Danieli**, Country Manager of the Argo Tractors Group, underscored the role of the Italian manufacturer in defending Italian produce, such as rice for instance.



BRAZIL

A BUSY CALENDAR OF EVENTS FOR THE BRAZILIAN BRANCH

The Landini program of operations in Brazil has always been very intensive. So much so, the Brazilian branch took part in numerous events over the past few months, including **Show Rural Coopavel**, the event which opened the season of important trade shows in Brazil and was held at **Cascavel** (State of Paraná) from February 5 to 9. Here, Landini presented all the locally-produced and imported tractor ranges along with the distributors of the State of Paraná, namely Lavourpeças, Mendes Tratores, Planta Máquinas, Sabiá Máquinas, Toni Cerealista, Torynno and Verdes Campos. Sellers Eugenio, of dealer **Mendes Tratores** and Wagner, of dealer **Torynno**, were awarded by the DLL (De Lage Landen bank) for their excellent work in concluding sales during the fair.

Landini Brasil proceeded to take part in other events, such as the 25th **Agrishow** fair in the city of **Ribeirão Preto** – State of São Paulo, from April 30 to May 4.

The fair represented an occasion for launching the cabbed **Super 90** model, **Landpower 175**, the **7-230 Series** and orchard models **Rex**, **2 Series**, **Super** and **Landforce 120**.

In collaboration with Perkins, the beginning of production in Brazil of the 74 to 93 HP range was officially announced at the fair. Lastly, Landini participated in **Expocafé**, an event held in the city

of **Três Pontas** (State of Minas Gerais). Specialist tractors from the **2 Series** and **Rex**

80 F Series were presented along with the **Super** range in collaboration with the local distributors. Dealers Agropi – Franca/SP, Brecho Tratores – Alfenas/MG, Corpal – Lavras/MG, Minas Tratores - Três Corações/MG, Pematra – São Gotardo/MG and Terra Forte – Mococa/SP were all present at the event.

Numerous visitors stopped by the stand to examine the products during the three day fair.

A great many visitors from Brazil and other countries were interested in the machines and actually made a purchase.

Lastly, Landini held a **Sales Training course focused on the 7-230 Series** at the headquarters of Aguiá Implementos in **Sorriso**, located in the State of Mato Grosso. Besides the host company, dealers Agriterra (Nova Mutum), Boa Vista Maquinas (Matupa) and Chamisk (Campo Novo do Parecis) (all from the State of Mato Grosso) all attended the course.

During the three-day training course, the participants learnt about the technical and operating characteristics of the 7-230 Series. They also acquired experience during theoretical and practical sessions where the operating conditions of the automatic transmission, power take-off and hydraulic circuit were simulated. Students from the Agronomy course of the Faculty Center of Mato-Grossense (FACEM) were also given the opportunity to become familiar with the Landini 7-230 Series tractors.



CASCADEL.
Show Rural Coopavel.



CASCADEL.
Award-winning sellers.



RIBEIRAO PRETO. The Agrishow trade fair.



TRES PONTAS. Expocafé 2018.



SORRISO. Sales training focuses on the 7-230 Series.



SPAIN

AGRIARGO IBERICA ORGANIZES AN EVENT TO CELEBRATE THE PATRON SAINT OF FARMERS

Since it was inaugurated last September, **AgriArgo Iberica**, the branch located in Villamarciel (Valladolid), has received over 2,000 visitors, with more than 500 farmers engaged in field trials and demos, corporate training and sales network development projects.

During these months, various events have been held in the new branch headquarters, including theme conferences

organized in collaboration with specialized journals (for example: colza day, potato day, fertilizing day, irrigating day, technical day for vineyards), field trials and product training. As well as these initiatives,

Agriargo Ibérica also organized a day of celebration last May 12 in its **National Training Center of Villamarciel** to commemorate **Saint Isidore**, the patron saint of farmers and show the farming professionals around the new premises, where they were able to try out the new tractor models.

Over 1,000 visitors came to the event, including a good number of representatives from the dealer network of Castille and León and the supplier partners who, along with the visitors, took part in demos, tractor trials and recreational activities, with lots of live music, games for the children, raffles and refreshments. The machines on show included a **5-115H** with trailer and the **Rex 4 110 GT** with **Topcon** assisted steering system hitched to a vineyard implement. During the day, the visitors were given the opportunity to drive the tractors around the test field and try out the different Landini models in real conditions.



VILLAMARCIEL. Patron Saint's Day on May 12.



FRANCE

ARGO FRANCE: FOURTH NATIONAL CONVENTION

The fourth **Argo France National Convention** was held last March 8 at the gates of **Isère**, near Lyon. The event brought the network of French Landini dealers together to take stock of the 2017 results, discuss the strategies and challenges of the next few years and present the 2018 ranges and innovations.

The Convention also gave the branch a chance to exchange views and information with the dealers.

After the reports, the Convention participants were able to examine a selection of tractors lined up outdoors.

Argo France recently took part in the **Salon de l'Herbe & des Fourrages** at Nouvoitou, 10 km from **Rennes**, in Brittany, where the new **6H T4F** range was previewed. This range is available in 3 models, namely 6-115H, 6-125H and 6-135H and is designed for use in cowsheds and for feed crops.

The new 7 RoboSix, 6C V-shift Series ranges were also on show in the stand.



LYON. Tractor line-up for the Convention.

HUNGARY



AXIAL: 20 YEARS OF COLLABORATION

With its headquarters in Baja, **Axial** has become an increasingly important enterprise over the years in Hungary, where it has expanded its distribution network in various regions and opened new business locations.

These developments have allowed the Hungarian importer to achieve widespread sales and service coverage throughout the country.

This year marked 20 years of Axial-Landini collaboration and the anniversary was celebrated with a dedicated event during the usual Suppliers Dinner held at the end of January, when a congratulatory award was consigned.

The next day Axial inaugurated the Agro Mash Show in Budapest, the largest Hungarian fair dedicated to agricultural machines where the entire range of Landini tractors and the new Rex 4 Orchard model took pride of place.

BUDAPEST. Axial is awarded for 20 years of collaboration with Landini.



SERBIA



DELTA AGRAR LAUNCHES REX 4 AT NOVI SAD



NOVI SAD. The new REX 4 presented at the fair.

Landini importer for Serbia since 2014, **Delta Agrar** is achieving excellent results in the Serbian market in both the specialist and open-field segments.

Delta Agrar, which is part of Delta Holding, one of the most important service-providing enterprises in Serbia with over 4400 employees and a turnover of 1500 million euros, took part last May 15 to 21 in the **Novi Sad Agricultural Fair**, point of reference for the entire Balkan area where the new cabbled Rex 4 was presented to the Serbian market for the first time.

The new range, which was displayed alongside the previous version to highlight its completely new design and

improved ergonomics, featuring a level of comfort that has never been achieved before in the specialist tractor sector, was enthusiastically received in Serbia, where this tractor is used to a great extent for cultivating apples.

The entire Landini range, including the 2 Series, 4 Series, 5 Series and Landpower, was on show at the fair, which attracted over 100-thousand visitors.



REX. The previous generation.

GREECE



PETROPOULOS, REX 4 IS A BIG SUCCESS

Official distributor of Landini tractors in Greece since 2013, **Petros Petropoulos Sa**, is achieving a huge success in this market having mainly concentrated on the specialist segment. Petropoulos now possesses an excellent organization in Greece with 35 dealers for the Landini brand alone across the country, islands included. Once again, in January, the importer took part in **Agrotica**, in Thessaloniki, the biennial trade show which this year, reached a record-breaking 120-thousand visitors.

Agrotica was the perfect occasion to launch the new **Rex 4** in the **GT** version.



AGROTICA. The GT version of the new REX 4.



THESSALONIKI. The Landini stand at Agrotica.

Rex is absolutely the most popular tractor range in Greece, where it is especially used in olive groves and vineyards. Backed by its long-standing presence on the Greek market, the new Rex 4 obtained instant success around the country. It consequently helped to achieve an annual sales record and strengthened the relations between Argo Tractors and Petropoulos still further. The new footstep version will be consigned from September onwards, backed by a demo tour around the country.

BULGARIA



OPTICOM & FRIENDS: TWO DAYS WITH THE FARMERS



KARNOBAT. Tractors as they are delivered last November 15 to the "Bratia Minkovi" wine-making enterprise of the SIS group.

Last December, Landini importer **Opticom** organized a two-day event entitled "**Opticom & Friends**" in a hotel near Varna, in which over 200 farmers took part.

The event not only provided an opportunity to present the new Landini tractor ranges and the financial instruments now available, but also to officially announce the sale of 11 Landini tractors including 9 **Rex 90F** and 2 **Trekker** models to the prestigious **SIS Industries** group.

SIS Industries possesses **1600 hectares of vineyards** and has been buying Landini tractors from Opticom since 2016.

Numbering prominent farming estates among its customers is not new for Opticom. Recently, for instance, the importer consigned a Rex 90 S to the **Alexandra Estate Winery**, one of the most famous wine producers in Bulgaria, led by Svetlana Slavova.



OPTICOM. A REX 90S was consigned to Alexandra Estate Winery.

MALAYSIA



PALM MACH: EXCELLENT PERFORMANCE FOR LANDINI

Long-standing Landini importer in Malaysia and Indonesia, **Palm Mach** continues to do an excellent job in these countries where, despite the increasingly difficult market (especially for machinery of European origin), a growing number of big multinational groups operating in the agricultural sector are appreciating the quality and performance of the only brand of tractors fully "Made in Italy", as well as the efficiency of the Landini assistance service in the area.

The extensive plantations to be found here are run by very important groups, including worldwide leaders in the cultivation of sugar cane and the production of palm oil that have chosen Landini as a partner for their machinery. Since they are ideal for all soil preparation and transport work, different models from the **Super Series** are used for these crops while **Landpower**, the multifunc-

tion tractor, is widely employed in the sugar cane plantations. With a headquarters in Kuala Lumpur and a branch in Jakarta, Palm Mach possesses an impeccable organization throughout the area with 180 employees, of whom 140 are dedicated to customer service.



MALAYSIA. A Landpower 165 in a local field.

NIGERIA.



OPEN DAY FOR HMD AFRICA

HMD Africa has been the exclusive Landini distributor for Nigeria and Ghana since 2016. The company has been operating in West Africa for the past 40 years and, thanks to its well-established and efficient presence in the area, is able to ensure full coverage plus a prompt and very

effective after-sales service. Last May 24, the importer held an **Open day** at its headquarters in **Lagos** where 250 important customers from all over the country were able to admire various Landini tractor ranges and take advantage of special offers reserved to the guests.

The Open Day was a great success and did a lot to boost the increasing popularity of the Landini brand in Nigeria.



LAGOS. Landini tractors lined up at the HMD headquarters.

SENEGAL



MTS – SPEED APPRO DELIVERS 9 TRACTORS TO SAFINA

Last June, **MTS – Speed Appro**, Landini importer for Senegal, consigned 9 Landini tractors (6 Landpower and 3 Rex models) to farming enterprise **Safina** of Dakar-Ponty (Senegal).

Safina, one of the most important fruit and vegetable producers and exporters in Senegal, chose Landini to expand its fleet of agricultural machines.

MTS – Speed Appro also held a three-day training course tailored to the needs of the customer's operators and mechanics. All the participants received a diploma on completing the course, at which Landini technical personnel were also present and which represented an added value of fundamental importance in an emerging market like that of Senegal.



MTS - SPEED APPRO. One of the Landpower tractors delivered to Safina.



TRAINING AND CREATING MANUALS FOR AN INCREASINGLY COMPETENT SERVICE

A service provided continuously throughout the year to ensure that the end customer receives highly professional assistance. This is one of the important areas covered by Service Argo Tractors, which organizes specific technical training courses for the mechanics employed by the official Argo Tractors dealers worldwide and prepares all the technical literature provided with the tractors when they are sold.

This corporate division has recently been supplemented so as to keep up with the continual development of the Landini machines, which feature increasingly performance-oriented and, in some ways, complex technology. The work performed by the Argo Tractors Training Center is backed by on-going research and regular updating of the Training staff. The department activities are strongly integrated and shared to allow every person to contribute with his experience and professionalism to creating a rapid and efficient service.

The work that goes into organizing more than 40 training courses during the year in the Training Center classrooms is decidedly challenging. The first step is to carefully study the tractors, especially the new models. This serves to create a structured and detailed draft of the subjects to be discussed, which will then form the basis for the courses held in the classroom or at the offices of branches and importers throughout the world. Each course, which lasts 3 or 4 days, generally focuses on one single series of tractors. Theory lessons in the classroom alternate with practical experience in a specially outfitted workshop alongside the classroom. During this part of the training course, the participants use various

instruments and tools like **Diag4**, which can run diagnostics on all electronically controlled components by reading the engine parameters and alarm codes, perform active analyses, configure the various controllers and download software so that it can be upgraded.

Another important department of the Service Argo Tractors division is dedicated to creating **Operation and Maintenance Manuals** (containing all the operating instructions and safety recommendations for the end user) and **Workshop manuals**. These latter are intended for the mechanics who work in Argo Tractors official workshops and provide a detailed guide, with step-by-step instructions on how to perform diagnostics, maintenance and repairs.

Although preparing literature may seem apparently simple, these manuals are the result of extremely detailed and complicated work performed by the Argo Tractors technicians. Work preceded by numerous meetings with the design engineers and R&D department, workshop tests and on-going dialogue among all the professionals who make up the team, since these manuals must explain all the concepts as clearly and comprehensively as possible.

Once they have been prepared in Italian, the Operation and Maintenance Manuals and Workshop manuals are translated into different languages for use in overseas markets. The aim here is to instruct and add to the knowledge and capability of the official Landini network, as well the end customers who, having all the information they need to use their tractors correctly, can also be confident of receiving skilled and promptly efficient assistance at all times.



ARGO TRACTORS AND GRANIT, CUSTOMIZED SETUPS FOR THE DEALERS

Following the agreement with **Granit**, the most important European point of reference for quality replacement parts, Argo Tractors got started with the previously announced shop design and customizing plan.

The aim is to create custom-tailored retail display areas to offer end customers a readily available selection of commercial components, consumables and tools for small workshops.

The initiative begins with a survey and advice from the Granit inspectors and Landini. Depending on the characteristics of each individual retail outlet, a customized layout focused on efficiency and visibility is then submitted to each dealer.

The shop is outfitted with modular display stands complete with hooks where the chosen products in Landini custom blister packs are arranged. Shelving, where the dealer can also place products like lubricants or more complex parts, can also be included.

The purpose of this new service developed in collaboration with Granit, is to offer customers the chance to purchase

not only Landini parts from their dealer, but a whole series of commonly used products, electrical materials or ironmongery.

The advantage being to browse among the display stands and take your time to choose what you need.

Feedback from the first stores to have been outfitted in this way (to date, fifteen or so in Italy alone) has been excellent.

There has also been a decided improvement in the customer assistance service and an increase of around 30% in the sales performance of the displayed products.

Thanks to the collaboration agreement with Granit, the Landini sales network can also use the dedicated ARGOTECH portal to access the vast range of Granit products for tractors, harvesting machines and agricultural implements, where over 250-thousand articles are available. Articles which add to the traditional range of original replacement parts supplied directly by Argo Tractors, thus an increasingly comprehensive service for the farmers.



GRANIT.
The showrooms created on the premises of Italian dealers Piergentili, Agrigarden Center e CI.DUE.

WATCHES FOR TRUE ENTHUSIASTS

Watches are accessories which are rarely left to chance. Besides being an essential part of our daily lives, a watch reflects the personal tastes of the wearer and becomes a distinguishing feature of our look. Even more so when the watch bears the Landini logo, original and unique like all true Landini enthusiasts, to wear every day or just on special occasions.

WELL-FINISHED AND ACCURATE

The Landini quartz chronograph is designed for those who want a watch that expresses the distinctive characteristics of the Italian brand: passion and innovation. Landini-blue details create a visual contrast with the case materials and make this chronograph perfect for everyday use.



- STEEL CASE
- MINERAL GLASS
- SCREW-ON CROWN AND CASE BACK IN STEEL
 - CASE DIAMETER 45 mm
 - CASE THICKNESS 15.5 mm
- WATCH STRAP IN FABRIC AND LEATHER WITH CONTRASTING STITCHING, 22/20 mm
- WATER RESISTANT 5 ATM

PRACTICAL AND FUNCTIONAL

Every second you pass in a Landini tractor leaves its mark on the ground.

With its apparently simple design, this watch enshrines in its details the true character of a Landini machine. The tyre tread pattern on the watch strap is no coincidence.



- PLASTIC CASE
- MINERAL GLASS
- PRESS-ON CASE BACK IN STEEL
 - CASE DIMENSIONS 41.7 mm
 - CASE THICKNESS 12 mm
- SILICONE WATCH STRAP, 20 mm
- WATER RESISTANT 3 ATM

We Agree.



Dedication, commitment, genuine passion. If you're looking for a tractor that reflects the same love for the land that drives you in all you do, then a Landini is what you need. A story of wholly Italian excellence that's firmly rooted in the past but invests in the future, in innovation, in the development of increasingly efficient, reliable and performance-oriented tractors.

Landini[®]

Passion for Innovation.



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