

VALTRA TEAM



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EDITORIAL



VALTRA TRACTORS: NOW IN THEIR FIFTH GENERATION

Welcome to the second edition of our Valtra Team magazine for 2021. We have had a very busy few months following on from the successful online launch of our new fifth generation A, N & T Series machines back in April. Thank you to all of you who took time to attend the event.

We are proud to say that following the launch we have once again been nominated for the prestigious Tractor of the Year Award! Our Valtra T235 Direct is a finalist in the "Tractor of the Year" category and the A115 Hitech 4 in "Best Utility"-category. Being awarded is definitely not new for us, with Valtra being amongst the finalists of this award for many years!

Not to be forgotten our new Valtra G Series continues to attract recognition. The G135 was the only tractor to be awarded in this year's iF Design Award competition and earlier this year it also won the Red Dot Design Award 2021 in the Red Dot: Product Design award series with the same G135 model.

With Covid-19 restrictions having now been lifted we are excited to announce that after a 2 year break from attending shows we will be back at LAMMA 2022 on 11th & 12th January at the NEC, Birmingham. You will have the chance to see our new fifth generation machines first hand and meet key members of the UK & IE Valtra team. Keep an eye out on our social media channels to find out how to pre-register for the event and for all of the latest news and updates.

Alan Sanderson
MANAGER VALTRA NATIONAL SALES UK & IE



Interview with AGCO CEO Eric Hansotia

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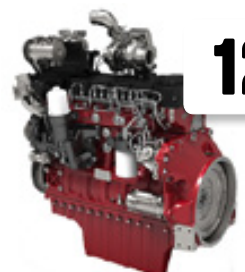


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AUTO U-PILOT MAKES HEADLAND AUTOMATION EVEN MORE AUTOMATED

Where Valtra's U-Pilot headland management system could be activated by the press of a button, the new Auto U-Pilot feature does not even require that.

The traditional U-Pilot headland management system carries out a sequence of preprogrammed functions in the headland when the driver presses a button. The new Auto U-Pilot feature, however, is connected to the Valtra Guide GPS guidance system. This enables the system to activate the desired functions automatically whenever the tractor enters the headland.

Auto U-Pilot significantly facilitates the driver's work by automating a task that traditionally requires

a lot of attention. It is especially useful when seeding, mowing and tilling. The system automatically controls implements attached to the front or rear linkages in the desired order when they enter the headland. ISOBUS implements can usually calculate the distance from the rear axle of the tractor automatically, enabling Auto U-Pilot to raise and lower the implement in exactly the right place. If the implement does not have ISOBUS, the driver can simply input the settings before starting work on the SmartTouch display, which also enables the driver to fine tune the settings while working.

Auto U-Pilot is available as an option on Valtra G, N, T and S Series tractors that are equipped with Valtra Guide. •

www.valtra.co.uk

NEWS



Valtra now offers even more versatile options packages. Further information about the contents and prices of the packages is available from your local Valtra dealer.



VALTRA G SERIES AWARDED AGAIN

The Valtra G Series that was launched last year continues to attract recognition. The Valtra G135 has won the iF Design Award, one of the world's most prestigious design competitions, in the vehicles category for product design. The G135 was the only tractor to be awarded in this year's competition.

Earlier this year, the G Series also won the Red Dot Design Award 2021 in the Red Dot: Product Design award series with the same G135 model. It was the sixth Red Dot award in Valtra's history. •

NEW OPTIONS PACKAGES OFFER EVEN MORE ALTERNATIVES

Valtra introduced option packages a year ago in connection with the launch of the G Series. Valtra tractors can still be tailored individually by selecting from the long list of options and accessories, including everything available from the Unlimited Studio. The new options packages simply make it easier for customers to choose what they need and provide a good basis for further customisation. This autumn, Valtra is adding new options packages that offer even more alternatives.

The options packages are also more affordable than ordering the same equipment separately. Depending on the tractor model, option packages and other details significant cost savings can be made. The more comprehensive the package, the bigger the savings. •

Comfort

The Comfort package enhances comfort and efficiency and is ideal for most customers. Depending on the model series, the package includes such features as front axle and cab suspension, LED working lights and a premium driver's seat.

Comfort Pro NEW!

Comfort Pro further enhances comfort by including features such as a premium interior. Comfort Pro is available only on N and T Series models.

Technology

The Technology package adds precision farming features, such as Valtra Guide GPS guidance, Isobus connectivity and the Automatic Slip Regular (ASR) system. Technology is ideal for customers who want a tractor that is ready to take on even the most demanding tasks.

Technology Pro

Technology Pro adds additional precision farming features, such as Task Doc Pro, Auto U-Pilot, Section Control and SmartTouch Extend with additional display.

Technology Pro X NEW!

Technology Pro X adds subscriptions for the Task Doc server license and agrirouter, as well as Valtra Section Control 36 and 5 Variable Rate Control products.

Front Loader and Front Loader Pro

Two Front Loader packages are also available and can be added to any of the other options packages. The Pro package comes with the Precision Lift & Load feature that automatically weighs loads and stores the data.

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VALTRA TEAM

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Valtra is a worldwide brand of AGCO



A Valtra G135 Active has proved an ideal replacement for a 17 year old Valtra 6550 on a Shropshire mixed farm.

A new Valtra G135 Active

PROVING AN IDEAL MAIN TRACTOR FOR A FAMILY-OWNED SHROPSHIRE MIXED FARM

TEXT AND PHOTOS DAVID WILLIAMS

A G135 Active is proving an ideal main tractor for a Shropshire family's mixed farm.

Nigel Gibbs and his son **Henry** run Bettonfields Farm, near Shrewsbury. Half of the 110ha is arable cropping and the rest is grass grazing for sheep and 32,000 high welfare hens.

Tractors include a Valtra N121 HiTech with a loader, and the Valtra G135 Active supplied by **Edwards & Farmer Ltd** in January this year to replace a 2004 Valtra 6550.

"We tried several competitors before placing our order," explained Henry.

"However, the Valtra was more manoeuvrable, and it had the best visibility and comfort."

Since it arrived, the G135 has increased field work rates and efficiency.

"It lifts and pulls a 5f plough, and the GPS guidance has improved the accuracy of our fertiliser and spray applications," Henry continued.

"It's also surprisingly easy to set up and use."

"The comfort and performance of the G135 is a step up from our previous Valtras, but it's still ideal for traditional small tractor tasks in the yard," confirmed Nigel. •



Father and son team Nigel and Henry Gibbs say the new Valtra G135 combines the performance of a larger tractor for field work with the convenience of a smaller model for operating in confined areas.

With his partners from Dacom and Valtra dealer Van der Vegt, Thijssen analyses the crop scan made with his Ebee drone.



"My customers can log in to my Cloudfarm account and access data about their own sections."

- Christel Thijssen, Contractor

VALTRA MAKES PRECISION FARMING ACCESSIBLE TO EVERYONE

Dutch contractor Christel Thijssen makes full use of the precision farming functionalities of Valtra tractors. By using the state-of-the-art technology offered by Valtra together with the local Cloudfarm farm intelligence platform, he is able to pass on the benefits to his customers.

TEXT AND PHOTOS KOOS IN'T HOUT

“Precision farming is already established in agriculture, but the only way to get the last farmers to adopt it is to demonstrate the benefits,” says **Christel Thijssen**, a contractor from the northern Dutch village of Nieuwehorne.

Thijssen has always been at the forefront whenever new opportunities present themselves for his contracting business. The same goes for precision farming.

When Thijssen purchased a Valtra T174 Direct with SmartTouch in the spring of 2019, he already had a clear idea of how to use functions such as AutoGuide, TaskDoc and variable rate control (VRC). Even more possibilities opened up when the Benelux Valtra importer Mechan Group and software developer Dacom Farm Intelligence linked AGCO tractor-implement combinations to Dacom’s farm intelligence platform Cloudfarm.

Automatic storage of crop data

“We want to do more with data from the tractor and implement in the future, in addition you need cultivation and crop data. Dacom



Tractor contractor Christel Thijssen, Frenk-Jan Baron from software developer Dacom Farm Intelligence and Valtra dealer Mathijs van der Vegt inspect a cultivation plan.

has a strong position in that field and operates internationally,” says **Marc de Haan**, who is responsible for Valtra imports at Mechan Group.

“It also appealed to us that you can combine tractor data in Cloudfarm with, for example, soil or satellite maps. When Thijssen told us how he wanted to use task files from cultivation plans to control machines, he proved to be the ideal partner to further discover

and develop the precision farming possibilities of Valtra tractors. The local Valtra dealer Van der Vegt also joined in enthusiastically,” de Haan adds.

Communication with customers

The Cloudfarm platform offered Thijssen the ideal solution for recording soil and crop data by sections and linking it to the cultivation plan



The Valtra T174 Direct from Thijssen has Michelin XeoBib tyres with tyre pressure control for minimum ground pressure.

or tractor data, for example. Above all, however, Thijssen uses Cloudfarm to communicate with his customers.

“My customers can log in to my Cloudfarm account and access data about own sections. For example, the customer can create a task to fertilise plot A with 250 kilos of fertiliser B. The amount spread can also be adjusted for different parts of the section. I then send the task to my Valtra via TaskDoc at the press of a button. When I get to the section, the tractor automatically recognises the field and I activate the task file. Then all I have to do is manoeuvre to the start of the first wayline. Valtra AutoGuide and the automatic Section Control then take over and control my fertiliser spreader. At the same time, TaskDoc records the work that has been performed. This data is also needed for administrative purposes, as documentation about fertilising is mandatory in the Netherlands,” Thijssen explains.

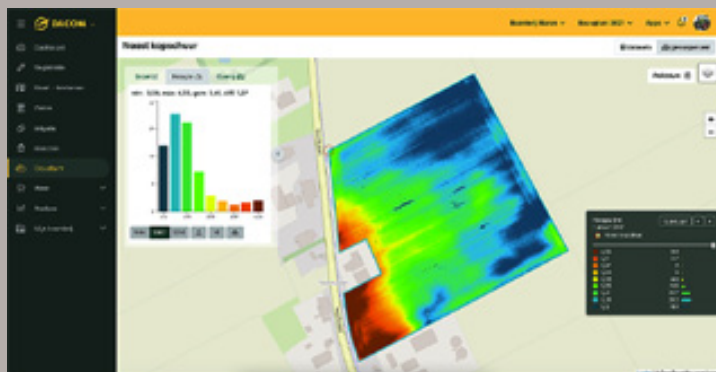
Approximately 70 percent of his customers use Cloudfarm to share task files with Thijssen. It is also very simple to connect to the official field section register in the Netherlands.

No overlapping

Thijssen usually charges 8 euros per hectare for spreading fertiliser, and customers can pay an additional 2 euros for precision farming data. The benefits of this data are significant, Thijssen confirms.

“There is no overlap in the headlands and along the edges, no grain of fertiliser gets into the ditches, and the spreading is even over the entire field. I also work much more

A second SmartTouch screen enables Thijssen to view the data from the tractor and attached ISOBUS implement simultaneously without swiping.



Height maps and scans of crop growth are used to create fertilising plans. The lower part of this section in blue has experienced flooding, which means that crop growth there is lagging behind (yellow-red areas on the NDVI map). Agronomically, a higher fertiliser dose in the better places marked in green provides the highest return.





With two small SmartTouch screens, the view to the outside remains optimal. All the data and settings of the tractor and implement are within reach. The screen at the top is from a monitoring camera.

efficiently with my equipment; I don't drive too much. On livestock farms I have already achieved savings in fertilisers of around 40 percent. And there is much more to be achieved. Many livestock farmers do precision farming in the barn, but not yet on the land."

Site-specific spreading and spraying

If the customer wants, Thijssen can also perform site-specific spreading and spraying. A map is created using free satellite images or with data from his Yara N-Sensor. This too offers considerable benefits.

"With site-specific spreading and spraying, you get a more homogeneous crop and the quality of forage is more even. The price is a little more expensive, but you still get all the benefits of precision farming."

Despite the prospects, the contractor finds that the step towards site-specific spreading and spraying is still a barrier for many livestock farmers.

"They are often insufficiently aware of differences in the soil. And they are often also attached to their old ways of working, giving the same fertiliser dose after every cut. In the winter I will talk to them about the alternative approach I can offer

them. Little by little we will convince more and more customers of the benefits. Rising fertiliser prices are also a helping hand."

Tailored solutions

Contractor Thijssen now has a system that makes it possible to communicate simply and precisely with customers.

"Valtra only makes tractors, so it benefits from the fact that data can be communicated with implements by all brands. My contacts at Dacom also believe that AGCO brands work best together using Isobus," Thijssen says.

Thijssen's Valtra dealer Van der Vegt has also played an important role.

"My dealer was absolutely indispensable, from ordering the tractor to commissioning it. For example, I really wanted to control the fertiliser spreader on a second SmartTouch screen, and Van der Vegt consulted with the Valtra factory to make this possible. And communication with my Yara N-Sensor also required a tailored solution. Fortunately, Van der Vegt is completely up to date with the latest technical advances. And if necessary, I am also supported by two experienced technicians at the importer. The support from Mechan Group has been really excellent." •

One-man contracting company with a focus on special tasks

Christel Thijssen is no ordinary contractor. He has only one tractor, no employees and a limited fleet of machines for a limited number of tasks. His Valtra T174 Direct is equipped with Valtra Connect, Valtra Guide and tyre pressure control to help prevent soil compaction on his customers' fields. Cameras are mounted at the back of the cab for monitoring the implements. Thijssen specialises in precision fertiliser spreading, soil disinfection, soil preparation and tilling.

Always innovating

Thijssen tries to stand out from the competition by always being at the forefront of innovation. He was the first Dutch contractor to use drones to capture images of fields. Thijssen has also used a Veris soil scanner and Yara N-Sensor to analyse crops and control his fertiliser spreader. Thijssen is often asked by machine manufacturers to try out new equipment. He is currently testing weed electrocution and spot spray technology.

Dacom delivers precision farming solutions globally

Dacom Farm Intelligence from Emmen has been active for over 30 years developing hardware and software solutions for farmers and agribusiness. For example, Dacom offers farmers cloud-based cultivation and irrigation management software. Dacom also develops and supplies weather stations and soil moisture sensors, as well as weather data that is sold separately. Farmlook is a tool it has developed for centrally collecting and processing plot, cultivation and weather data via the internet. Dacom is active worldwide in more than 40 countries and has more than 26,000 customers. Dacom was recently acquired by Israeli company CropX, a global leader in agricultural data analytics.

Brian Robinson Area Sales Representative Andrew Chapman (left) with farmers Clare Wise Chapman and Stewart Chapman and their Valtra N174 Versu which was driven during a visit to their farm by Prince William and Kate.



The Duke and Duchess of Cambridge

TAKE TO THE WHEEL OF A VALTRA N174 VERSU DURING A VISIT TO MANOR FARM

TEXT DAVID WILLIAMS PHOTOS DAVID WILLIAMS / NFU, NIGEL WHITEFIELD PHOTOGRAPHY

A Valtra tractor featured in world-wide news broadcasts and social media coverage recently, when it was driven by the Duke and Duchess of Cambridge.

The N174 Versu is owned by **Clare Wise Chapman** and her husband **Stewart Chapman** who

farm at Little Stainton in County Durham. Trading as JM & M&M Wise, the 200ha mixed farm includes arable crops, and 70ha of grass leys for livestock grazing and fodder.

"We farm sustainably but profitably," Stewart explained.

"We are reducing our carbon footprint. Wheat goes to a local

mill for feed processing and soya has been replaced by beans within our TMR – as soya travels halfway around the world to reach us."

Manure is returned to the land and cultivations are minimised. Investment in technology has increased working efficiency while reducing the labour requirement and costs.



HRH Prince William, Duke of Cambridge drives the Valtra N174 Versu under the watchful eye of farmer Stewart Chapman.



Catherine Duchess of Cambridge found out about the benefits of Valtra precision farming equipment during a demonstration and test drive accompanied by farmer Stewart Chapman.

Stewart and Clare were asked by their local NFU representative to host the royal visitors.

"We have three young children and were told that **Kate** and **William** wanted to find out how family farms juggle farm and family life," explained Stewart.

During a preparation meeting he explained how precision farming technology is helping, and his offer of a Valtra test drive was eagerly accepted.

The visit started with a farm tour, then a discussion involving the royal couple plus Stewart and Clare, four other farmers, and the NFU representative debated Covid-19 restrictions, mental health, and environmental issues.

Before the Valtra test drive, Stewart explained how the SmartTouch terminal saves time setting up implements and improves accuracy and productivity through autosteer. He then

accompanied Prince William while he tried out the automatic steering. Then Kate had a turn.

"Only a few years ago we couldn't have justified this technology – but now it's essential to achieve the productivity we need," stressed Stewart.

"After experiencing it themselves, I think Kate and William both appreciated how it improves performance while reducing stress and fatigue for drivers."

The Valtra is looked after by **Brian Robinson Machinery Ltd**, and representative **Andrew Chapman** said most tractors sold now have GPS guidance.

"Fewer staff and dependence on family members to do the work means getting the most output from machinery is essential. This technology helps."

"Kate and William were already aware of many issues we face as farmers, which reassured us regarding our industry's future," concluded Clare.

"We explained how balancing family life with running our farm is a challenge and are confident that they gained a lot from the visit." •



The Valtra N174 Versu is equipped with a front loader, mainly for loading bale trailers in the field.

TECH

Power sources of the future

Internal combustion engines will not disappear anytime soon

ENVIRONMENTALLY FRIENDLY

TEXT TOMMI PITENIUS PHOTO VALTRA ARCHIVE

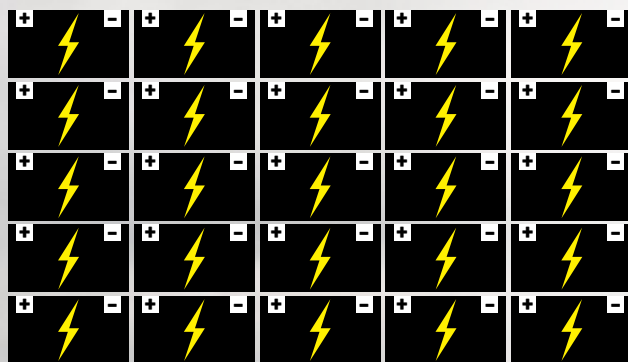
Ploughing for 10 hours using a 233 kW tractor
at 80% of maximum power requires:

Approx. 540 kg of **Diesel**



or

10,000 kg of **Lithium-ion batteries**



"When carbon dioxide is added to hydrogen, diesel can be produced that is carbon neutral."

DLY FUELS

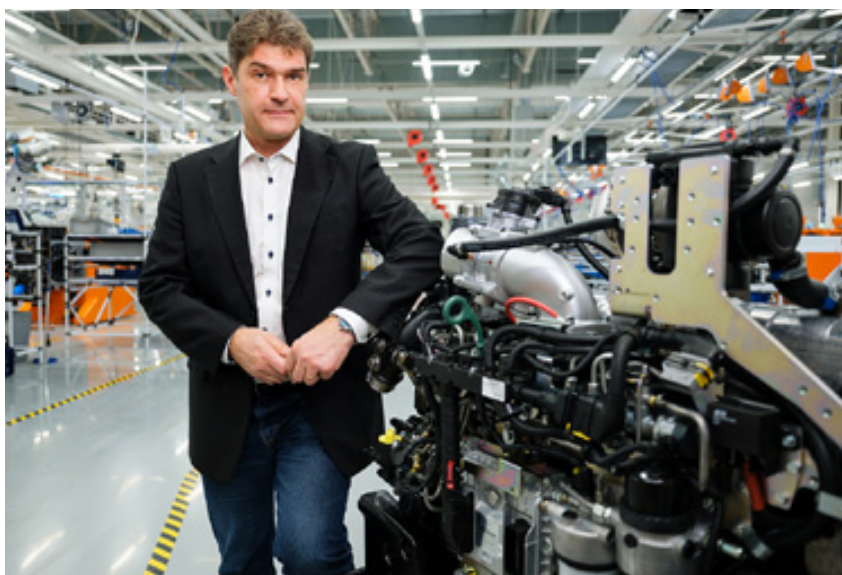
Internal combustion engines will continue to power heavy machinery well into the future, but the fuels they use will change. In addition, electricity could be used in the tractor's powertrain in some form.

"We have studied nine different alternatives, from ethanol and hydrogen to hybrid and biogas solutions. We have been testing these in numerous tractors over the years and have decades of experience with ethanol, for example. It is difficult to predict future policies, but we base our own conclusions on the laws of physics," says **Kari Aaltonen**, R&D Director at AGCO Power.

Many alternative fuels are suitable for passenger cars and light use but not for large tractors. For example, a 300-horsepower tractor would need a battery weighing more than 10 tonnes to last a 10-hour workday. Likewise, methane and hydrogen would require large round tanks that are difficult to place on a tractor. Ethanol has a better energy density than gases, but it also contains almost 40 percent less energy than diesel. In addition, ethanol requires a complex catalyst, cold starts are more difficult, and water can accumulate in the lubricating oil.

Diesel from hydrogen

Aaltonen believes that the



According to Kari Aaltonen, R&D Director at AGCO Power, the factory has studied nine different alternative fuels, from ethanol and hydrogen to hybrid and biogas solutions.

alternative energy sources that will be the fastest to become available will be those that are compatible with the existing distribution network and machines. The service life of tractors and implements is tens of years, and replacing the current fuel distribution network will be difficult.

"Converting hydrogen to liquid fuel seems promising. When carbon dioxide is added to hydrogen, diesel can be produced that is carbon neutral. It is also easy to distribute and use."

"Second-generation renewable biodiesels, such as Neste's MyDiesel, are also a very good

option. They are made from waste and are of better quality than fossil diesel. The problem is that there is not enough raw material to enable all the tractors in the world to run on it."

While fully electric large tractors are very unlikely, various hybrid solutions may become more common.

"In the future, many different power sources may be used. Small tractors could potentially run on electricity, while machines used to feed livestock could run on biogas. We are studying all the different options and are ready to make the right solutions," says Aaltonen •

Regeneration burns any soot, sulphur and other impurities that have accumulated in the DPF filter, SCR catalytic converter and other emissions control systems. Regeneration takes from 30 to 60 minutes, during which time the tractor must remain at a standstill outdoors.



What is happening to my tractor?

PERIODIC REGENERATION CLEANS THE DPF FILTER

TEXT TOMMI PITENIUS PHOTO VALTRA ARCHIVE

Owners of new Valtra models may be in for a surprise when their tractor notifies them of the need for regeneration. This is a relatively new function that cleans the diesel particulate filter (DPF) and other emissions control systems in the exhaust pipe. During regeneration, the tractor remains at a standstill while the engine runs at high revs to burn any impurities.

“Regeneration is always done during servicing before changing the engine oil, but the tractor can also recommend it at other times. The need for regeneration varies depending on the tractor’s load and outdoor temperature. If the tractor is driven a lot in wintertime or only occasionally, regeneration may be needed in between regular

service intervals. On the other hand, if the tractor is driven at full power mostly in summertime, additional regeneration may not be needed,” explains **Tiina Herlevi**, Manager, Technical Service Valtra EME.

Regeneration is a fully automated procedure that is very simple for the driver. The tractor raises the temperature of the exhaust gases to upwards of 500 degrees, which is sufficient to burn any sulphur and particulates that have accumulated in the filter. The procedure is fully automated, and progress can be monitored on the display in the cab. The driver can also see how much time the procedure will take.

Park in safe place outdoors

When the need for regeneration arises, the tractor should be driven

outside to a safe place where there is a low risk of fire. The engine and exhaust gases can get really hot during regeneration, so the tractor should not be parked under a tree or indoors. If the need for regeneration comes at an inconvenient time, it can be postponed five times for five minutes. The need for regeneration is notified by beeping, text on the display and reduced engine power.

“Depending on the model, regeneration can be activated either by a switch or from a menu. For tractors that comply with Stage 4 emissions regulations, the procedure is around 10 minutes faster than for Stage 5 tractors, which can take 30 to 60 minutes depending on conditions. Regeneration takes longer in extremely cold conditions than in hot conditions,” Helevi adds.

The driver does not have to and should not do anything during regeneration. The tractor must remain at a standstill in neutral with the PTO disengaged and the handbrake on at all times. In other words, the tractor cannot be used during regeneration, and pressing the gas pedal will cancel the procedure. •



THE MASTERS OF FRONTLOADERS

Get everything you need for front loader work. With Valtra, you get the whole package factory-fitted and seamlessly integrated. In addition, the Pro package includes a high visibility roof for a wider upwards view, as well as the Precision Lift & Load feature that weighs the load, stores task data and makes your work astronomically smart.

valtra.co.uk/option-packages

Frontloader option packages are available for Valtra A, G, N and T Series.

OPTION PACKAGE

FRONT LOADER

- Subframe set & loader hydraulics ready for heavy lifting
- The front loader of your choice
- Front valves
- Tool carrier

OPTION PACKAGE

FRONT LOADER PRO

AVAILABLE FOR N & T SERIES

- Precision Lift & Load for full digital control and maximum ease of use. Automatic weighting, set height and angle limits, easy bucket shake, get the data
- Tool carrier & advanced loader hydraulics
- The best view with the high visibility roof

VALTRA

YOUR WORKING MACHINE



Eric Hansotia took over as President and CEO of AGCO in January 2021. Hansotia confirms that Valtra is a core brand to AGCO that has been invested in heavily and is a leader in areas such as customer orientation.

AGCO CEO Eric Hansotia:

"VALTRA IS A CORE BRAND TO AGCO THAT WE WANT TO GROW"

According to Eric Hansotia, who took over as President and CEO of AGCO in January, Valtra is a core brand to AGCO. Significant investments have been made in Valtra's factories and products in recent years, and now is the time to leverage these investments and grow. Valtra has been a pioneer in customer orientation and digital services, and in the future these will be developed even more rapidly.

TEXT TOMMI PITENIUS PHOTOS VALTRA ARCHIVE

AGCO's new CEO **Eric Hansotia** grew up in the countryside in the northern state of Wisconsin in the USA. Many descendants of Scandinavians live in the region, and the agriculture is also very similar to that in Northern Europe with its hay fields, red barns, baled hay, grains and forests.

"I was president of the local 4-H and Future Farmers of America youth organisations and was inspired by agriculture growing up. I studied mechanical engineering and worked for 20 years at John Deere before joining AGCO in 2013," Hansotia says.

Hansotia has worked a lot with Finns in his previous positions and also lived for three and a half years in Germany. He has learned to work with people from many different cultures.

"Americans are like a peach: soft on the outside but hard on the inside. Americans are easy to have small talk with, but there is a hard pit on the inside that makes it hard to get all the way in. Finns, on the other hand, are like a coconut: they seem tough on the outside, but on the inside they are extremely friendly."

Valtra is leading the way in customer orientation

Hansotia believes that Valtra is leading the way in customer orientation and digital solutions.

"Valtra is head and shoulders above anyone else in the industry in terms of customer orientation. The Valtra team is extremely customer oriented, and we want AGCO as a whole to develop in this direction. Customer-focused solutions are possible because the people at Valtra know farming. A good example of this is SmartTouch, where you never have to go more than two layers down. The Unlimited Studio is also something that no



one else in this industry offers."

According to Hansotia, Valtra's customer orientation and tailor-made approach has allowed it to serve very specific customer segments, from airports to defence forces. At the same time, customisation, precision farming and digital services also meet the demands of agriculture.

Doubling Valtra's business

A new logistics centre was recently completed at the Valtra factory in Suolahti, and a new paint shop is currently under construction. In addition, investments of more than 100 million euros have been made at the Linnavuori engine plant. Major investments have also been made in developing Valtra's new tractor models.

"Valtra is a core brand to AGCO, and these investments reflect AGCO's belief in and commitment to Valtra," Hansotia points out.

Valtra's product range will not be extended in Europe to include harvesters, for example, even though they are available in the

Brazilian market, and the sales network will also not be expanded to new continents. Instead, the strategy is to increase business with the existing product range and within existing markets. Internal collaboration between Valtra's operations in Brazil and Europe will also be increased.

"I am always struck by Valtra's low market share outside Scandinavia and Brazil. I believe that Valtra's products and services are so excellent that Valtra can be twice as big in 5 to 10 years with its current products and sales markets." •

Eric Hansotia

Home Wisconsin, USA

Position AGCO President and CEO

Age 53

Education Master's degree in
Mechanical
Engineering, MBA

Work experience John Deere,
AGCO 2013 →

Coming home to strong partnerships

Valtra and Continental Agriculture Tires

With their focus on safety and efficiency, Valtra and Continental share a longstanding partnership. For many years now, Valtra has relied on the high performance of agricultural tires from Continental for their machinery. To constantly improve the day-to-day work of our farmers, we invest in cutting-edge solutions and drive new innovations at our production plant in Lousado, Portugal. In this way, Continental agricultural tires make every Valtra tractor perform to its fullest potential.



www.continental-agriculture.com



**Engineered
for Efficiency**



The Valtra factory in Suolahti, Finland, is the biggest tourist attraction in the region.

pandemic, customer visits are temporarily on hold but will continue just as soon as the situation allows.

The Valtra way of doing things

ALREADY 70 YEARS OF CUSTOMER ORIENTATION

Valtra's history is a lot more than just horsepower, tonnes and technology. In fact, the differences between tractors by competing brands are often smaller than the differences in business cultures. Another way of looking at it is that differences in the way of doing things have led to differences also in technology.

The single most characteristic feature of Valtra's 70-year history has been customer orientation. Especially in the 1950s and 1960s, Valmet was a smaller tractor manufacturer compared to the industry giants, such as Ford and Fiat. On the other hand, there were dozens of small, local tractor manufacturers in Europe like Valmet. Since Valtra's market in the first decade was essentially restricted to Finland, with the addition of Brazil in the second decade, it was naturally close to its customers and able to maintain a steady relationship with them.

Customer needs were well known and swiftly implemented.

Direct sales bring customers to the factory

In Finland, Valtra has sold tractors directly, without a separate dealer network, since the beginning of the 1990s. For the most part, independent service dealers have taken care of maintenance and repairs. This unique approach in the domestic market has included customers in the life of the factory in a completely new way.

The factory in Suolahti had hosted many different groups of visitors before then too, but after the introduction of direct sales and tailor-made tractors, customers began arriving to watch their own tractors being built. In fact, over 10,000 visitors from all over the world visited the factory each year, making the tractor plant by far the biggest tourist attraction in the region. Due to the coronavirus

Service, spare parts and sales form a triangle

Valtra's customer-oriented approach has traditionally involved close teamwork between service, spare parts and sales. This teamwork begins already with R&D, as the servicing and maintenance of new tractor models are taken into account already during the design phase.

Effective teamwork between service, spare parts and sales is emphasised not only at the factory in Suolahti, but also among Valtra importers and dealers. It is not uncommon within the agricultural sector for maintenance services to be completely separated from sales within its own organisation or even as a separate company. At Valtra, all functions are in close contact with each other, and dealers are encouraged to take part as well.

Customer order system and the Unlimited Studio

The most visible demonstration of Valtra's customer orientation is the customer order system that has continued for more than 20 years already. In recent years, it has been further refined at the Unlimited Studio, where tractors are tailored according to the customer's wishes with no barriers other than the laws of physics and traffic regulations. •



CLEAR FUTURE DIRECTION FOR CHANDLERS

TEXT AND PHOTOS DAVID WILLIAMS



Combining the businesses of Lister Wilder and Chandlers (Farm Equipment) Ltd earlier this year is already providing advantages for Valtra customers as increased investment allows depots and staff to specialise in the brand.

Pictured are Chandlers Fendt and Valtra Sales Director Ian Nutt (left) with Valtra brand Dealer Principal Sean Stanfield.

Six of the 12 Chandlers depots represent Valtra across the large trading area. All are at high profile sites and well situated for easy access.



Long-established dealers Lister Wilder and Chandlers (Farm Equipment) Ltd combined their AGCO businesses earlier this year, and the move is already providing advantages for customers.

"It was a great opportunity," explained Chandlers FV (Fendt and Valtra) sales director **Ian Nutt**.

"Both were family-owned, third-generation businesses and loyal AGCO dealers. AGCO's Route 66 strategy separates Massey Ferguson from Fendt and Valtra so that depots can specialise, and Chandlers' acquisition of Lister Wilder made it

easier to restructure the 12 depots serving our trading area."

Since the acquisition, stocks of Valtra tractors, parts and accessories have increased. A larger Valtra demonstration fleet makes it easier for customers to try models of interest, and more premium brand implement franchises are available. Staff recruitment and retention is a priority and a new Chandlers Apprentice Programme aims to attract and train more engineers. Precision farming specialists are also being recruited, and investment in an RTK network for customers will ensure signal availability across the

trading area.

Valtra brand dealer principal **Sean Stanfield** expects a busy autumn.

"The Valtra line-up is brilliant, and the new G-series has opened up a whole new market. Sales across the range are increasing with many replacing competitor brands," he confirmed.

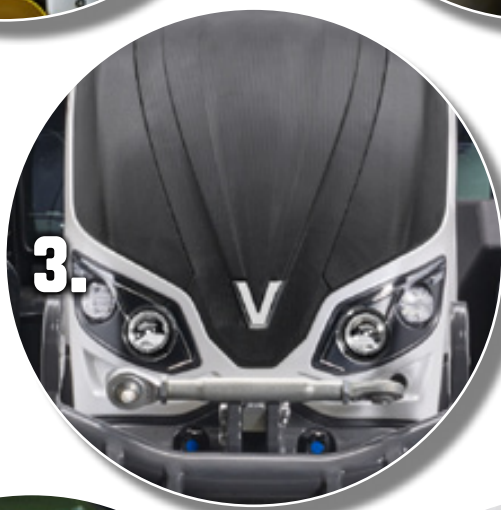
"The latest 5th generation models offer class-leading design and technology and have won numerous awards, but we can still supply specifications to suit every customer – from simple mechanical transmission and hydraulics to full automation for maximum productivity." •

ARE YOU FAMILIAR WITH THE FRONT ENDS OF DIFFERENT VALTRA MODEL SERIES?

Let's see if you really know your Valtra models!

Can you tell which front end belongs to which model series? It's not as easy as you may think.

Tip Pay attention to the number of lights, think of recent product launches and look also at the colours!



WARM NEW PRODUCTS AND GIFT IDEAS



SLIPPERS € **20.00** (€23.00)

Dark grey slippers for indoor use.

Sizes: 40–42 V42803230

43–45 V42803231

46–48 V42803232



GLASS SET V42802500 € **16.50** (€19.00)

Two 0.5 litre beer glasses in gift pack.



FOOD THERMOS V42801570 € **48.70** (€56.00)

Capacity 710 ml. Steel. Keeps food warm up to 9 hours and cold up to 12 hours. Top can be used as a bowl.

HOODIE V42804302–07

€ **60.10** (€69.00)

Zip hoodie with large front pockets and chest pocket. Elastic-ribbed hem and cuffs. 20mm reflectors on the sleeves. 100% polyester. Sizes: S–XXXL

KNITTED JACKET

V42804702–07

€ **64.40** (€74.00)

Zippered side pockets and chest pocket. Wide elastic-ribbed hem and cuffs. Valtra logo print on the front and back. 100% polyester. Sizes: S–XXXL



See us online: valtra.co.uk

Valtra Models



F Series

MODEL	MAX. HP*
F75	75
F85	85
F95	95
F105	105



A Series

MODEL	MAX. HP*
A75	75
A85	85
A95	95
A105	105
A115	115
A125	125
A135	135

All A Series models are available with the HiTech (12+12R) transmission. A75–A95 models are also available with the HiTech2 transmission and A105–A115 models with the HiTech4 transmission.



G Series

MODEL	MAX. HP*	
	STANDARD	BOOST
G105	105	110
G115	115	120
G125e	125	130
G135	135	145

All G Series models are available with the HiTech, Active or Versu transmission.



T Series

MODEL	MAX. HP*	
	STANDARD	BOOST
T145	155	170
T155	165	180
T175e	175	190
T195	195	210
T215	215	230
T235	235	250
T235 Direct	220	250
T255	235	271

T Series models are available with the HiTech, Active, Versu or Direct transmission with the exception of the T255 model, which is available with the HiTech, Active or Versu transmission.



N Series

MODEL	MAX. HP*	
	STANDARD	BOOST
N135	135	145
N155e	155	165
N175	165	201

N Series models are available with the HiTech, Active, Versu or Direct transmission.



S Series

MODEL	MAX. HP*	
	STANDARD	BOOST
S274	270	300
S294	295	325
S324	320	350
S354	350	380
S374	370	400
S394	400	405

*ISO 14396



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