

# VALTRA TEAM

VALTRA

+ Victorious Valtras  
**Satisfied customers are the best reward**

page 06

+ Drivers  
**chose Valtra**

page 10

+ Pink Tractor  
**Tour a success**

page 15

Natural career choice

# ALESSANDRA WORKS WELL WITH HER VALTRA

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**EDITORIAL**



**A** great deal of hard work from all at Valtra has led to terrific forward momentum over recent months, including a number of landmark achievements. None more so than the award last November of Tractor of the Year by the Agritechnica committee to the T254 Versu with SmartTouch armrest – which also received the Best Design title as well as the T Series receiving the Machine of the Year 2018 award in a separate ceremony.

Indeed the awards continued into 2018 with the prestigious iF Design Award 2018 for the SmartTouch rounding off an impressive haul!

The introduction of SmartTouch represents the final, stand-out feature of Valtra's fourth generation tractors and will be welcomed by the brand's expanding dealership network. Sales territories across the UK and Ireland have been added, rationalised and extended, which means that Valtra is closing in on achieving 100 per cent customer coverage. Network newcomers and re-organised territories are highlighted elsewhere in this issue of Valtra Team.

One of the highlights of 2017 for Valtra UK was the marathon Pink Tractor nationwide tour of farm and country events, which not only generated a huge amount of money for Breast Cancer Care, but also helped raise awareness of the tireless work that this excellent charity undertakes. A big thank you to all concerned.

And, finally, the bottom line: Valtra's market share in the UK grew again in 2017 by nearly an extra 1 %. Well done to the whole team – let's keep the growth going in 2018.

Mark Broom  
NATIONAL SALES MANAGER



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## ALESSANDRA AT WORK IN PARMA



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The display remains easy to read even in bright, freezing and dusty conditions.

SmartGlass could be used to display for example the load and bucket angle of the front loader.

The ultra-thin electroluminescent membrane inside the glass.

Valtra first to introduce windscreen display in the tractor industry

## SMARTGLASS – KEY DATA ALWAYS IN YOUR LINE OF SIGHT

Valtra has become the first tractor manufacturer in the world to unveil a windscreen display, showing off the new feature at the 2017 Agritechnica Show. SmartGlass is not a typical head-up display (HUD) that you find in cars and aircraft, as tractor use requires a much stronger visual display. Valtra came up with a nanotechnology solution that utilises a thin electroluminescent membrane laminated inside the glass.

“Electronic inputs activate symbols in the membrane. This technique is extremely reliable in

even the most demanding conditions,” explains **Petri Hannukainen**, PhD and Research and Advanced Engineering Team Lead.

His team is currently working on an application that would display the load, height and bucket angle of the tractor’s front loader on the windscreen. SmartGlass can also be used to display the driving speed, PTO speed, hydraulics data and even navigation, for example.

SmartGlass will be made available to customers in about one year’s time. •

[www.valtra.co.uk](http://www.valtra.co.uk)

# NEWS

## VALTRA CONNECT COMMUNICATES BETWEEN THE TRACTOR, OWNER AND SERVICE



**V**altra Connect is a new feature that enables remote monitoring of 56 tractor functions, including fuel and AdBlue levels, hours to go before the next service, working hours, and fuel consumption. The user can also view a map of where the tractor has been driven. In addition, Valtra service technicians can use the system to view 98 other pieces of information. For example, if the tractor transmits a fault code, the service technician is notified automatically at the same time. Using a fault detection tool, the service technician can review the tractor's performance data leading up to the fault and in many cases repair the fault or cancel the fault code, also remotely.

"You can log in and use the system on the internet, and there is also

an easy-to-use app available. Valtra Connect already offers a lot of functions, and we are developing more all the time," says Marketing Manager **Olli Honkamäki**.

Valtra Connect is standard equipment on all 2018 N and T Series Versu and Direct tractors, and it can be retrofitted to older N and T Series models starting with the 2 Series.

"New tractor owners simply go to the [www.valtraconnect.com](http://www.valtraconnect.com) website and log in to the system with the details of their tractor. If the customer authorises Valtra to monitor the tractor's data, confirmation is sent to the customer. The system is very simple to begin using," Honkamäki confirms. •

### Valtra Connect

- Available immediately with 2018 SmartTouch tractors
- Can be retrofitted to older N and T Series models
- Allows owners to monitor essential information about their tractor remotely
- Allows service technicians to monitor essential service information remotely
- An annual fee is charged for the service
- Available initially within the Nordic region before being rolled out elsewhere in Europe later in 2018

### VALTRA NUMBER ONE IN FINLAND, NORWAY, ESTONIA AND ICELAND

Valtra has traditionally been the most popular tractor brand in the Nordic region. According to the most recent registration statistics, Valtra is the number one brand in Finland, Norway, Estonia and Iceland.

Valtra has performed particularly well in Norway, since the last time that Valtra topped the registration statistics there was back in 1991. Valtra has a particularly high market share in Finland, where traditionally about one in two tractor buyers pick Valtra.



### SANTA CLAUS DRIVES AROUND THE COLOSSEUM IN A VALTRA

Perhaps the most famous Finn in the world – Santa Claus – celebrated the 100th anniversary of Finnish independence by driving around the Colosseum in Rome in a Valtra tractor. To mark the occasion, the Colosseum was illuminated in blue and white lights. What better way to mark Finnish Independence Day on 6 December than by driving around the Colosseum in a tractor made in Finland!

Internet: [valtra.co.uk](http://valtra.co.uk)

**VALTRA TEAM** ISSN 2342-3285 (Print)  
ISSN 2342-3293 (Online)

**Editor in chief** Hannele Kinnunen, Valtra Inc., [hannele.kinnunen@agcocorp.com](mailto:hannele.kinnunen@agcocorp.com)  
**Editorial** Tommi Pitenius, Medita Communication Oy, [tommi.pitenius@medita.fi](mailto:tommi.pitenius@medita.fi)  
**Editorial** Marc de Haan, Mechan Groep, [m.de.haan@mechangroep.nl](mailto:m.de.haan@mechangroep.nl) // Adam Wiatroszak, AGCO Sp. z o.o., [adam.wiatroszak@agcocorp.com](mailto:adam.wiatroszak@agcocorp.com) // Luca Zanetti, AGCO Italia SpA, [luca.zanetti@agcocorp.com](mailto:luca.zanetti@agcocorp.com) // Siegfried Aigner, AGCO Austria GmbH, [siegfried.aigner@agcocorp.com](mailto:siegfried.aigner@agcocorp.com) // Pamela Engels, AGCO Distr. SAS, [pamela.engels@agcocorp.com](mailto:pamela.engels@agcocorp.com) // Peter Kogel, AGCO Deutschland GmbH, [peter.kogel@agcocorp.com](mailto:peter.kogel@agcocorp.com) // Andy Miller, AGCO Ltd, [andy.miller@agcocorp.com](mailto:andy.miller@agcocorp.com) // Tor Jon Garberg, Eikmaskin AS, [torjon.garberg@agcocorp.com](mailto:torjon.garberg@agcocorp.com)  
**Publisher** Valtra Oy Ab, Valmetinkatu 2, 44200 Suolahti **Translations and editing** Crockford Communications Oy  
**Layout** Juha Puikkonen, INNOOverkko **Printed by** Grano Oy, 2018 **Photo** Valtra archive if not otherwise mentioned

Valtra is a worldwide brand of AGCO

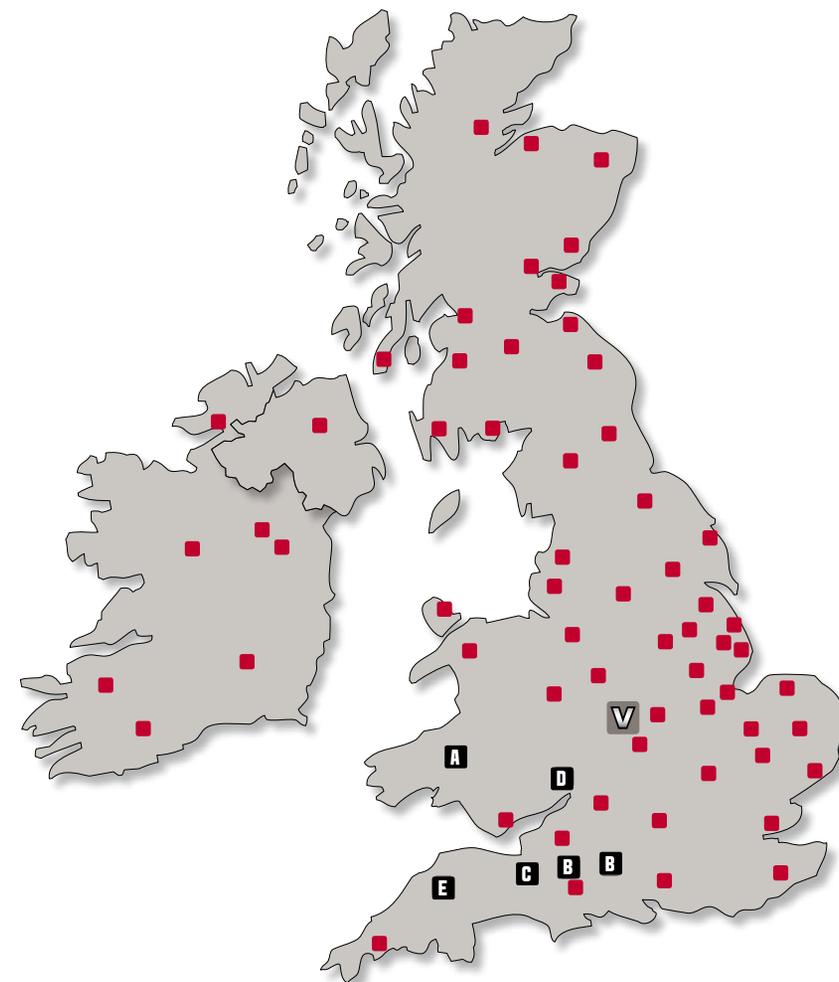
## VALTRA TRACTORS, NOW MORE ACCESSIBLE TO UK FARMERS IN THE WEST COUNTRY AND SOUTH WALES

**V**altra's dealership coverage of the UK continues to widen, with new distributors being appointed and existing territories enlarged across an area stretching from Cornwall to Scotland. The main additions for the beginning of 2018 focus on the South West of England and the South of Wales.

Newcomers to the Valtra network include **A J DAVIES & SONS** at Pencader, in Carmarthenshire, covering all the South West Wales area. With a very strong customer base in both agriculture and construction **Gary Davies** of J Davies commented "we look forward to getting the product out in the field to show off the new 4th generation, these Valtra models will be able to satisfy the customer needs we see in South Wales and fit to our company portfolio perfectly".

The brand's presence now boosts the profile of **B REDLYNCH AGRICULTURE ENGINEERING LTD.** with support for the Valtra brand available from their depot near Bruton as well as the new depot near Salisbury in Wiltshire. The company will operate in Somerset and Wiltshire in an area bounded by Bruton, to the south round past Blandford Forum to the east and up past their depot near Salisbury and in to Wiltshire.

Over on the other side of Somerset, **C BIGWOODS AGRI LTD.** at Taunton are the latest company to take on the Valtra brand. Managing Director **Keith Bigwood** is excited about the new addition to their business stating "we have watched the development of the Valtra brand over the recent years and with the introduction of the 4th generation models, and in particular the new SmartTouch operator interface, we will be able to offer a solution for almost every application that our customers



need in Somerset. We are pleased to be able to offer the brand and see this as a really positive move forward for both companies".

**D ROSS FARM MACHINERY** in Hereford and Worcester is now lining up the Valtra range alongside those of the company's existing Fendt and Massey Ferguson franchises. The base for Valtra is at its Ross on Wye depot and will service existing and new customers throughout the area.

In addition, **E ALAN SNOW AGRICULTURAL ENGINEERS LTD.**, based at Holsworthy in North Devon, has extended its sales coverage with the appointment of a sub-dealership

to service the Souths Hams area in the west of the county.

**Gareth Jones**, Ares Sales Manager for the West of England and Wales, believes these new appointments are evidence of the company's commitment to those parts of the country not previously served by the dealer network.

"We've worked closely with our existing and new dealerships in the region to widen the Valtra coverage to very nearly 100 per cent", he reports. "It's clear that more and more British and Irish farmers are realising just how good these tractors are and how well they can fit their businesses." •



**MACHINE OF THE YEAR 2018**



**MACHINE OF THE YEAR 2017**



**reddot award 2017 winner**



**reddot award 2017 honourable mention**



**MACHINE OF THE YEAR 2016**



**reddot award 2016 winner**



**MACHINE OF THE YEAR 2015**





Valtra showered with awards

# AWARDS ARE NO ACCIDENT

Valtra's fourth-generation tractor models have earned numerous international awards in recent years. This is no accident but rather the result of years of dedicated work.

TEXT TOMMI PITENIUS PHOTO VALTRA ARCHIVE

"The design work for our fourth-generation tractors goes back a long way, around ten years or so. It didn't start with a specific project but rather with a team of inspired people who did a lot of work also on their own time," remembers **Kimmo Wihinen**, Manager, Industrial Design & User Experience at Valtra.

Kimmo is a mechanical engineer by education who began working at Valtra as an engineer within the engineering team. Having to choose between mechanical engineering and design had been a tough choice originally, so after a few years of working at Valtra he decided to resume his studies to focus on industrial design and usability.

"At the end of my design studies I had to do my graduate thesis in order to earn a master's degree. I hadn't planned on returning to Valtra, but I came up with the idea of designing a concept cab. I felt there was a need for such a cab, and above all I was very interested in exploring this idea. I figured it would never go through, as it was pretty expensive compared to usual

thesis work. To my great surprise, Valtra accepted my proposal," Kimmo says.

He designed his concept to be the ideal tractor cab without any financial constraints or production considerations. Kimmo began by spending time with ten actual tractor users, one day each, interviewing them and taking videos of how they worked with their tractors. This material proved to be very useful later for perfecting ergonomics and usability.

**"The best award is the approval of our customers."**

"For example, one day I was sitting at the breakfast table on a farm and I noticed how the farmer's wife packed his lunch in a Styrofoam cooler that he could keep on the floor of his cab. On another occasion I noticed how the farmer



reddot design award winner 2011

kept wedged his drinking bottles between the door handle and the glass, where he could direct the vents and keep them cool. In still another place the farmer kept his half-litre bottle in the overhead bin, where you could hear it right next to your ears splashing around all the time. These observations convinced me of the need for an integrated cool box in the cab, one that could hold even a 1.5-litre bottle," Kimmo remembers.

### Inspiration and work during free time

When the concept cab, still slightly unfinished, was finally presented to the decision-makers within the company, they decided to set up a project to prepare the cab for series production. At the same time work began on designing not only a new cab but an entire new generation of tractors. This inspired enormous enthusiasm and dedication within Valtra, because instead of simply updating existing products they would be creating something completely new.

"We set off with the aim of developing clearly international tractors without overlooking our Finn-

ish and Scandinavian roots. If the old T Series was criticised for having a big turning circle, we wanted to design a replacement that would have the world's tightest turning circle. Similarly, since before there was no overhead window in the cab for front-loader work, we decided to introduce the biggest overhead window on the market. Instead of just tinkling with what already existed,

**"Our development work does not stop here – we are coming up with new ideas all the time."**

we focused on creating something new and developing the best possible tractor. With only slight exaggeration, the only items that were carried over from the old models were the steering wheel, forward-reverse shuttle and wire for the engine block heater," Kimmo Wihinen points out.

"Moreover, it's clear that the best products are created when everyone on the team is clearly inspired and not just showing up for work to put in their hours. For example, **Tuomas Nevaranta** developed the concept and user interface for the SmartTouch armrest display very

much during his free time. Even after it became a "real project", it was not just a software project for software engineers or a design project for designers; instead, it was seen by everyone on the team as a user interface project that covered the entire model line-up. Everyone pitched in where needed, and no one ever said 'That's not my job'."

### Awards are a nice bonus

During the design phase, no one in the engineering department was thinking about awards, only the end customers. The subsequent awards have simply come as a pleasant surprise.

"We are certainly happy with the awards, as they show how others too think we have done a good job. But the best award by far is seeing the large number of these new tractors being delivered from the factory to our customers. Ultimately, they are the ones who vote with their feet in deciding whether the product is good or not," Kimmo says.

Even though the new cab and SmartTouch armrest are now the best in the industry, Valtra's engineering team is not resting on its laurels.

"We are always looking for ways to improve them even more, and every day we come up with new ideas. Technology is advancing rapidly, the needs of our customers and the world in general are changing all the time, and our competitors are doing their best to close the gap. Just as it took us ten years to develop the new cab, armrest and user interface, it will take another ten years to fully realise the ideas we have today. Of course, we will be introducing innovations all the time before then!" Kimmo Wihinen promises. •

The SmartTouch armrest is one of the new Valtra features that has gained the most international recognition. Most recently the SmartTouch armrest and user interface received one of the most prestigious design awards in the world, the iF Design award.





Valtra is decreasing emissions globally – one tank at a time.

**NESTE MY**  
Renewable Diesel

Environment

# VALTRA RUNS ON 100-PERCENT RENEWABLE FUEL

TEXT VESA BRANDT PHOTO VALTRA ARCHIVES

**V**altra has become the first tractor factory in the world to begin using Neste MY Renewable Diesel as the start-up fuel for all new tractors.

Around 700,000 litres of fossil diesel fuel will be replaced each year by 100-percent renewable fuel. When the tractors roll off the assembly line, the first fuel is added to their tanks. As of this March, all new Valtra tractors have been tanked with Neste MY Renewable Diesel, as well as the forklift trucks that operate in the factory.

“In today’s world it is important that we can demonstrate to our customers that we are taking decisive action to protect the environment. Neste MY offers us a simple way to move towards environmentally friendly operations. We are quite a big consumer of diesel, so this decision is really significant,” says **Mikko Lehtikoinen**, Marketing Director at Valtra.

Neste MY is produced from 100-percent renewable waste and residues, so it produces up to 90 percent less greenhouse gas emissions compared to fossil diesel fuel. The reduction in emissions achieved by using renewable diesel corresponds to the removal of almost 560 cars from our roads for a year or approximately 46,000 tractor hours without emissions annually.

The quality of the new renewable diesel is excellent; it burns cleanly, which in turn extends engine life. Renewable diesel can be used as such without any additives and without having to make any changes to today’s engines. It can withstand temperatures down to -34° and its storage properties in the tank are excellent.

“The environment is very important for our customers, who traditionally support ecological values. They are constantly trying to make better

choices and no doubt prioritise responsibility also when choosing a tractor brand,” Lehtikoinen adds.

Each new Valtra tractor will be delivered to customers with fuel that has been refined according to the principles of the circular economy and part of whose raw materials come from farmers like themselves. Nine out of ten new tractors manufactured at the Valtra factory are exported to over 75 countries around the world.

“This demonstrates our commitment to the circular economy and innovation. We are convinced that this message is very appealing to our target audiences, whether they are in Finland, Japan or Chile,” Lehtikoinen concludes. •

Find out more:  
<http://www.wakeupcalltofarmers.com/>  
<https://nestemy.fi/>

# DRIVERS CHOSE VALTRA

On top of a long list of farming equipment, contractor and farmer Will Chapman, based at Lilac Farm, between Kings Lynn and Fakenham in Norfolk runs nine Valtra 250 hp T234 Versu tractors. Why? Simply this: When existing tractors came up for replacement Will gave his drivers a choice and they preferred, chose, Valtra.

TEXT AND PHOTO ROGER THOMAS



Will Chapman with driver Richard Carroll – 'The drivers chose Valtra'.

**W**R Chapman & Son was founded three generations ago by **Bill Chapman** as a plant hire business and continued under his son. However, despite having worked on many and varied bits of kit when not at school, grandson **Will** was not really interested in the plant hire business; more in farming.

"I wasn't the most academic of pupils but thanks to my family and the staff here I was capable of undertaking a great many repairs by the time I got to secondary school."

On leaving school Will worked on several Norfolk farms, gaining further extensive experience. That was until his grandfather came up with something of an ultimatum; 'Come home and run a business properly or go your own way.' Will chose to return home.

Today, several years on Will, married to New Zealander **Alexandra** is now firmly in the driving seat, run-

ning both the farming and agricultural businesses plus the rather diminished plant hire business with assistance from his brother **Ben** and wife.

"The plant hire business has diminished simply because the profitability has gone out of it," Will comments.

## **Engaged people and well-managed machinery**

As time progressed both the agricultural contracting and farming grew and today the farm extends to some 1,200 acres while the contracting business continues to go from strength to strength. Ask Will why and he thinks for a moment or two and then says he believes staffing is at the bottom of it all.

"There appear to be plenty of managers but in recent years the number of home grown people prepared to work the long hours in sometimes difficult weather has shrunk significantly."

Will employs a mix of local and foreign drivers from a variety of countries.

"We don't employ people from overseas because they may be cheaper. It doesn't work like that, everyone gets paid well – and the same. The criteria is simply; can they do the job and are they prepared to work the hours to get it done? Oh, and will they look after the machinery."

W R Chapman & Son's kit is well used. It has to be to justify purchase. Currently there are four combines (and that may be increased to five for next season), a pair of self-propelled forage harvesters, a self-propelled sprayer and a large, (very large,) slurry spreading machine. Add to this some large tractors including a tracked Challenger, and the nine Valtra T234 Versu machines plus a range of ploughs, planters and other equipment including trailers of various types. Are they all bought and paid for? The businessman in Will comes to the fore and he is honest about this.

"Some are on finance and others paid for – we own them. Today's

finance, especially from manufacturers, can be cheap money and my accountant advises me on the best way to use it.”

W R Chapman are looking to extend their farming operation and having ready cash available to purchase suitable land is important. There is also the management of machinery to consider. Will explains; “If a machine is on finance it is important not to exceed agreed hours. With several models of the same make on the fleet – be it tractor, combine, forage harvester, indeed anything, if the hours start to build on a particular machine we can swap its duties with different low hour machine and even things out. It’s all in the management.”

### **Growth is the way ahead**

From his base most work is in North Norfolk.

“We plant and combine cereals right up to the coast near Wells-next-the-Sea and this can be followed by round baling and soil preparation for the next crop. We spread slurry from many of the county’s pig farms and used digestate from anaerobic digesters which brings things nicely to the company’s maize and rye silage operations.”

Will grows and harvests over 1,000 acres of rye and 6,500 acres of maize for silage which is then fed into the digesters.



One of the Valtra collects a load of Maize for transfer to an artic truck.

“At the moment building work, expansion is going on at the main digester site so we have a couple of systems in operation. With one system, the one with the lowest haul distance we harvest direct into trailers that are emptied into AgBags. Quite a simple system now but later we will then have to move the silage from the bag site to the digesters.”

The second system is a little more complicated and is used for harvesting more distant crops. The forage harvester fills Belgian made Dezeure trailers. “These are a little special,” says Will.

“They have moving floors and the rear can be lifted hydraulically to clear truck sides. Hydraulic rams on the drawbar and axles also level the trailer to make the operation safe. Operation is by remote con-

trol so that the tractor driver is also the banksman, instructing the truck driver when to move forward as his semi-trailer fills.”

With the semi trailer full the driver heads to the silage clamp adjacent to the digester where it tips. Spreading and compaction is undertaken by large, specialist, tractor dozers, tracked and wheeled. Apart from silage for the digester, the maize and rye operation have the added advantage of helping control blackgrass, an increasing problem in cereals on many soils in the area.

So what of the future for W R Chapman & Son? On the basis of, if a business doesn’t grow it will go down hill, Will sees growth as the way ahead.

“We have plans to extend our farmed land and we have regular enquiries from farmers to handle their field work.”

Will is looking at the purchase of another combine harvester – on tracks. He is also looking at a couple more Valtra tractors, but this time 271 hp T254. Why?

“Valtra are reliable, true we’ve had occasional minor problems, but with a tight operation like ours reliability is very important. The price is right, also important. Finally they are simple to operate. I feel that anyone can drive them and they’re all the same – no problems with changes in driver or work. I like to keep everything simple.” •



A full Dezeure self levelling trailer load of maize is transferred to the road truck. Control of the unloading is remote allowing the tractor driver to act as banksman for the truck driver.

# MAKE THE MOST of SmartTouch

## Profiles

The settings for all your implements can be saved in profiles. If your tractor is used by more than one person, settings can be saved for each individual user.



**1** Open the Profile menu from the top of the screen. To begin with you can select factory default settings or an existing profile as the basis for a new profile. For example, if you have already saved plough settings, they could serve as the basis for new cultivator settings. Name the new profile immediately so that you don't accidentally save on top of the old setting. You can save an unlimited number of profiles in the settings.

**2** You can save in the profile all the settings that you can adjust using the SmartTouch armrest. For example, you can save engine settings, the functions of the programmable memory buttons, transmission settings, U-Pilot settings and PTO settings.

**3** For ploughing, for example, you can select which buttons you want to use to lift or turn the plough, or which switch you want to use adjust the width of the cut. You might want to turn the plough using one of the linear joysticks on the multifunctional lever and lift the plough using the other linear joystick. For the engine, you can set maximum and minimum speed. Camera settings allow you to select the full-screen view for the rear camera when reversing but a small screen when driving forwards, for example. You can also change the settings for the driving display, for example by dividing the screen into quadrants displaying transmission information, camera view, front linkage status and counters.

**4** Your new settings are saved automatically in the profile you selected. The next time you use the same implement, you can use the same settings. •

## Pulling tasks

Pulling tasks involve implements that are either pulled behind or attached to the rear linkage and often require multiple hydraulic blocks. All of these functions can be programmed and controlled from the drive lever, leaving your left hand free to control the steering wheel at all times. With your right hand you can control the speed, using your thumb to control the hydraulics, while the programmable memory buttons can be used for additional functions.



**1** Do you want to use the U-Pilot headland management system? Programming the system is easy. You can programme sequences according to time or distance. For example, when ploughing you can programme the M1 memory button to disengage the four-wheel-drive, cruise control and differential locks, raise the plough and turn – all with a single click of the button – when you get to the headland. Similarly, you can programme the M2 memory button to do the same in reverse

order for when you leave the headland. If you prefer, you can even programme the entire sequence for a single memory button.

**2** You can use the thumb lever to continuously adjust the height of your harrow according to the soil conditions, for example. You can also adjust the hydraulic flow to vary how the implement reacts to the thumb lever.

**3** Analogue joysticks provide more flow the harder they are pushed. You can also programme the joystick so that a single push provides hydraulic flow for 15 seconds, for example, if you are turning the plough around. •



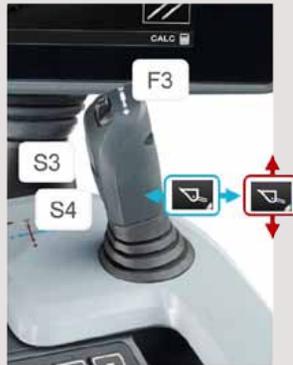
# "Watch our SmartTouch user guide videos online!"



[www.valtra.co.uk/smarttouch](http://www.valtra.co.uk/smarttouch)

## Front-loader tasks

We believe that the Valtra N Series together with the SmartTouch armrest is the world's best front-loader tractor. It is well balanced and offers excellent visibility, powerful hydraulics, an integrated front loader designed especially for this model, and an analogue joystick for precise control.



**1** On the top of the hydraulic joystick there is a Live 3rd function lever that allows you to control three front-loader hydraulic functions simultaneously. For example, you can raise and lower the front loader by pulling and pushing the joystick, tilt the implement by pushing the joystick to one side, and activate your baler or other function using the Live 3rd function lever.

**2** When doing front-loader work you can keep your left hand on the wheel at all times and your right hand on the drive lever, as it also houses the forward-reverse shuttle.

**3** Valtra's patented Hydraulic Assistant automatically increases engine speed as needed according to the hydraulic output.

**4** The front loader setting menu includes loader suspension and automatic implement locking. The latter gives you 60 seconds to change the implement on the front loader, after which it cannot be unlocked by accident. •



## PTO tasks

Are you going to be working with a mower conditioner, rotary tiller, chipper or snow blower? Creating settings for individual implements is easy, allowing you to perform your tasks exactly the way you want to.



to adjust the rpm. Another handy feature is Auto-PTO, which lets you set whether the PTO engages or disengages whenever the rear linkage is in certain position. For example, when using a snow blower, you can set the PTO to disengage when the linkage is raised above a certain height and to engage again when the linkage is lowered beneath the same level or another level.

**3** The drive lever has two programmable memory buttons that you can set, for example, to engage or disengage the PTO. By using these memory buttons, you no longer have to search for the PTO switch on the side of the armrest.



**4** After programming the PTO settings, you could make your preferred U-Pilot and screen settings.

**5** For example, if you are going to use the TwinTrac reverse-drive system for operating a rotary tiller and want to control the Auto-Control linkage with maximum precision, you can programme the small hydraulic joystick to control the linkage. The analogue hydraulic joystick allows you to control three hydraulic blocks simultaneously: one by moving the joystick forwards and backwards, the second by moving the joystick side to side, and the third by using the thumb lever on top of the joystick. •

**1** Press the PTO symbol on top of the tractor on the screen.

**2** Swipe to select whether you want to make settings for the front or rear PTO. Begin by setting the PTO speed, for example. PTO-cruise is a useful feature that automatically selects the ideal engine speed when you engage the PTO, so you don't have to use the hand throttle or foot pedal





Valtra Service Kits have a new look. Existing Service Kits will still be sold in the old packaging while supplies last. The new packaging makes it easier to see if the Service Kit is intended for 100- or 500-hour service intervals, for example.

## Service Kit

# ALL SERVICE PARTS IN A SINGLE PACKAGE

TEXT TOMMI PITENIUS PHOTO VALTRA ARCHIVE

**V**altra Service Kits are a brilliant innovation that deserves to become more widespread in the agricultural machinery sector. All the filters, seals and other parts you need to regular maintain your precise tractor model are ready packed into one convenient box.

“Our Service Kits are really useful for customers, service technicians and spare parts specialists alike. They eliminate the need to have to collect, package and send spare parts individually, as they all come in a single package to begin with. This saves both time and logistics at every stage in the delivery process,” says **Jari Luoma-aho**, Spare Parts Manager at Valtra.

Each Service Kit contains several dozen parts, and Valtra’s spare parts warehouse has almost 200

different Service Kits for different models and different types of maintenance.

### Popular among service technicians and customers

“I would estimate that 75 percent of Service Kits are delivered to authorised Valtra service technicians and 25 percent directly to end customers who want to service their own tractors. They are really convenient for both types of user, as only a single package is required and old parts can be wrapped up and packed in the same plastic bags and box that the new parts came in,” Jari adds.

Service Kits also make it easy to remember which parts need to be changed on a regular basis. When buying parts separately, it is easy to forget to change all the seals and

other serviceable items. Service Kits help ensure that your tractor is maintained according to the maintenance schedule, thereby prolonging the life of your tractor. •

### Service Kit – Three benefits for you

#### 1) Affordable

Approximately 10–15 percent less expensive than if you purchased the same parts separately

#### 2) Convenient and fast

No need to collect and package individual parts

#### 3) Reliable

All the parts needed for regular maintenance – nothing missing and nothing to forget



Valtra Pink tractor and front loader. From left: Clive Montgomery (CAM Engineering), John (Jock) & Karen Paterson from J.M.Paterson.

## Pink Tractor tour

# WILL STAY IN THE MEMORY

TEXT DAVID JONES PHOTO CLIVE MONTGOMERY & VALTRA ARCHIVE

It was about this time last year that a customised Valtra Unlimited N Series tractor was launched on a marathon fund-raising tour of the UK. The aim was to raise as much money as possible for the charity Breast Cancer Care.

The eye-catching machine, finished in unmissable pink, made its tour debut at the North Somerset Show, bowing out five months – and 22 venues – later at a charity event near Shrewsbury. Along the way, which stretched between Cornwall and Edinburgh, tractor attracted sufficient attention to help extract more than £20,000 from the pockets of show goers, before finally being auctioned. The surplus realised over the cost price of the machine also went to the BCC charity.

Breast Cancer Care was delighted with the outcome. Event co-or-

dinator **Amy Swatkins** said: “We’re extremely grateful to Valtra and, in particular, all the dealerships that were involved in the effort to raise funds. So many of them organised additional fund-raising activities at both the shows they attended and from their own businesses.”

“The nationwide tour also helped to raise awareness of the work Breast Cancer Care does in supporting people with breast cancer. A huge thanks to everyone that was involved.”

The winning bid in the charity auction for the Pink Tractor came from **John (Jock) Paterson**, of J M Paterson (Plant Hire) Ltd, which is based at Maybole, Ayrshire. Almost unbelievably, John already had a pink Valtra, which has been at work on a gas line project, but his initial plans for the new one include raising a further £10k for Breast Can-

cer Care over the course of 2018.

One of the ways in which he aims to achieve this is to persuade companies that he does business with to pay £200 for a sticker on the tractor stating their support for the breast cancer charity. In addition to that, John has said he will donate 20 per cent of the profit that the Pink Tractor generates over the 12 months, also taking the machine to local shows and events and inviting donations on his Facebook page.

John was new to the Valtra brand until last year, since which time he has bought four through his local dealership, CAM Engineering at Castle Douglas. “We decided to choose Breast Cancer Care as our nominated charity as most of us know someone who has been affected in some way – directly or indirectly – by breast cancer,” he explains. •

Alessandra Corradi is an Italian contractor who has earned the trust of her clients by doing a good job and working efficiently.

Italian contractor Alessandra Corradi

# VALTRA TRACTORS HELP PRODUCE PARMIGIANO REGGIANO CHEESE

TEXT TOMMI PITENIUS PHOTO VALTRA ARCHIVE

**“Elderly clients in particular had a hard time at first getting used to a female contractor, but these days they know me and my way of working.”**



Alessandra currently has both a Valtra A93 HiTech and a T152 Direct, but since the latter has been driven 7500 hours already, she plans to replace it with a newer model equipped with the SmartTouch armrest.

**A**lessandra Corradi from Italy is an expert tractor contractor – and a woman. It has not been particularly easy for Alessandra to make it in a male-dominated business.

“Elderly clients in particular had a hard time at first getting used to a female contractor, but these days they know me and my way of working,” Alessandra tells us.

The easiest way to convince sceptics has been to do a good job. Alessandra works together with her father and cousins, but she is neither an employee or an assistant but rather a fully fledged contractor.

“I come from a farm, so it was a natural choice to become a tractor contractor. I studied agriculture and worked at Parma in the food industry for a few years. I began contracting in 2011 and hired my cousin to work with me in 2013.”

Alessandra says she does just about all kinds of tractor contracting jobs with the exception of forestry

work. Typical tasks include dry hay processing, as well as looking after a biogas plant. The farms in the Trecasali region, just northwest of Parma, produce worldfamous Parmigiano Reggiano cheese, and Alessandra often helps harvest the dry hay. Silage is not allowed when Parmigiano Reggiano is produced.

“Strip-till is a popular method around here these days, as it saves time, fuel and money while preventing the soil from drying out. We like to expand our contracting business to include new tasks whenever the demand arises,” Alessandra explains.

Alessandra’s local tractor dealer is **Marchesi Fidenzio** in Bianconese. She is very satisfied with the service she gets from her dealer, but she still likes to take care of basic maintenance at home with her father and cousins.

“I think Valtras are excellent tractors: they are durable and easy to use, and they offer great visibility,

while still being more affordable than some other tractor brands. My Valtra T152 Direct has been driven 7500 hours in six years, and I plan to trade it in for a new T Series with the SmartTouch screen. I’ve already tried it, and I think it’s great!”

In her free time Alessandra Corradi enjoys snowboarding, travelling and cooking traditional Parma food like lasagne, tortellini and gnocchi. •

#### Corradi’s Equipments

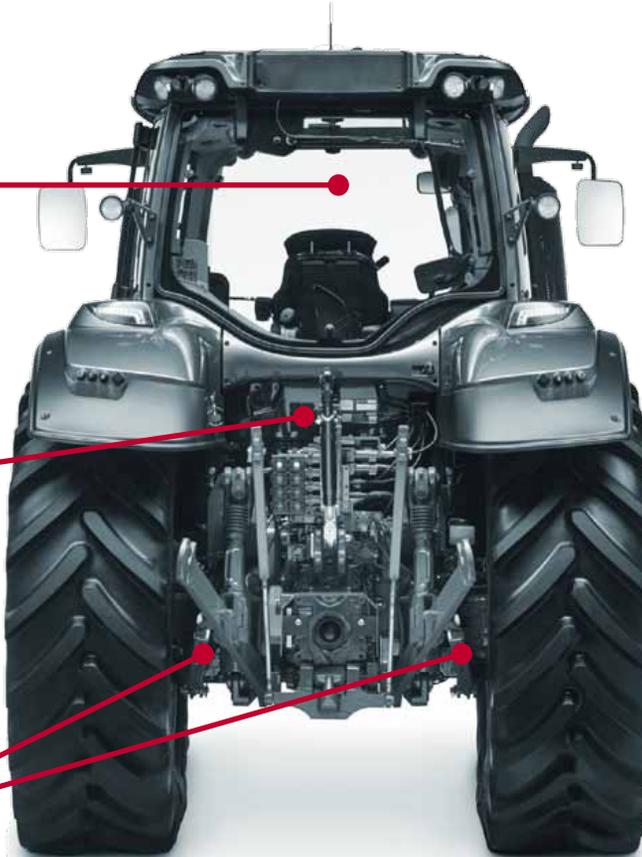
- Valtra T152 Direct
- Valtra A93 HiTech
- Fendt 716
- Fendt 312
- LS U60
- Manitou telehandler
- Komatsu wheel loader
- Ploughs, disc harrows, mowers, rakes, rollers, seeders, sprayers, slurry wagons and trailers

Work more easily and safely

# Farm Valve

(Patent Pending)

VALTRA



## Benefits

- Enables hydraulic adjustment of the tractor's side stabilisers
- Connect an implement easily and safely from inside the cab
- Hydraulic movement of the implement sideways
- Automatic floating position with limit switch
- Locking and shock valves in block
- Available for Valtra tractors from A to T Series

Designed and  
manufactured by



[piipphyddraulic.com](http://piipphyddraulic.com)

**2-block** standard or LS

**4-block** standard or LS

Available from the Valtra Unlimited studio.



VALTRA UNLIMITED

Find out more from your Valtra dealer.

YOUR  
WORKING  
MACHINE



The Stronger, i.e. the Valmet 700, ploughing. The Hundred Series comprised four models, giving customers the freedom to choose the right tractor for their individual needs.

**The first two digits in the model designation referred to engine output rounded to the nearest ten followed by an additional zero.**

tured hydraulic disc brakes and a twin clutch, which was a big help especially when harvesting hay.

The biggest model in the series, the Valmet 1100, was introduced in 1969. This model has been featured in previous issues of this magazine in connection with its revolutionary four-wheel-drive and turbo engine. With more than a hundred horsepower, the Valmet 1100 appealed more to contractors than it did to farmers. In the same year, two new four-wheel-drive models were introduced: the Valmet 900-4 and 1100-4.

The four models in the Hundred Series gave customers the freedom to choose the right tractor for their individual needs. The introduction of safety cabs meant that larger production facilities were needed, as the Tourula plant in Jyväskylä was too small. Suitable space was found in nearby Suolahti, where the Valtra factory is still located to this day. Next year marks the 50th anniversary of this move. •

## Hundred Series offered **CUSTOMERS MORE CHOICE**

The development of truly modern tractors can be said to have begun with the launch of the Valmet 565 in 1965. Whereas previously tractors had been designed above all to be sturdy and reliable workhorses, by the mid-1960s the time had come to take into consideration also driver comfort and possible other uses for tractors outside of agriculture. This recognition kicked off a busy and very successful era for the designers and engineers at Valmet.

The 100 Series marked a step towards larger tractors. Altogether this series comprised four models: the Valmet 500, 700, 900 and 1100. All of them were now painted yellow, whereas previous Valmet tractors had been red. The first in the new series to be unveiled was the Valmet 900 in 1967. Almost everything about the new tractor model was new. The new four-cylinder diesel engine produced 89 horsepower, and all the gears in the 8+2R transmission were synchronised. A quiet safety cab was standard equipment, and the gear levers were situated on the right side of the driver to provide more space inside the cab. Hydraulic output was

also doubled to 46 litres per minute in order to meet the needs of contractors.

More new models were introduced in 1968, beginning with the Valmet 500 – an improved version of the familiar Valmet 565. The most visible difference was its yellow colour; otherwise the exterior design was unchanged. Engine output increased to 54 horsepower, and the rear axle was reinforced to support the weight of a full safety cab, as required by new Finnish legislation. Later that spring another new model was introduced, this time the Valmet 700. The new model was positioned between the two previous models and shared the same looks and features as the bigger Valmet 900. Both models fea-

### VALMET 100 TECHNICAL FEATURES

Model	Marketing slogan	Engine	Output	Transmission	Tyres*	Weight*
500	STRONG	310B 2,68 l / 3-cyl.	54 hp / 2300 r/min (SAE)	6 + 2R	front 16" rear 28"	2100 kg
700	STRONGER	4015 3,98 l / 4-cyl.	75 hp / 2000 r/min (SAE)	8 + 2R	front 16" rear 30"	2800 kg
900	STRONGEST	411A 4,18 l / 4-cyl.	89 hp / 2300 r/min (SAE)	8 + 2R	front 18/24" rear 34"	3200 kg / 4000 kg
1100	STRONGER THAN THE STRONGEST	411AS 4,18 l / 4-cyl.	115 hp / 2300 r/min (SAE)	8 + 2R	front 16/24" rear 34"	3700 kg / 4000 kg

\* Rear / 4WD



The Valtra T214 Direct working with the newly purchased Teagle straw grinding machine.

## Contractor's fleet

# GETS A VALTRA BOOST

TEXT DAVID JONES PHOTO MATTHEW TILT

**B** & B Contractors is a business started 35 years ago in 1983 by **Tim and Sharon Bloye** based at Coxpark, near Callington to the north of Plymouth and close to the Devon/Cornwall border. Initially, the work mainly hedge-trimming and round baling – was done by Tim and a driver and the marketing of these services was down to word-of-mouth.

Now run by their sons **Josh and Sam**, B & B's varied workload now stretches throughout the two counties, across a comprehensive range of tasks and with a number of ancil-

lary services offered. The family also farms on its own account, typically rearing between 400 and 500 fat cattle.

The B & B brand also includes a machinery dealership (B & B Agricultural sales) and a recycling plant for plastic farm waste, the contracting side running a mixed 10 tractor fleet.

Servicing the requirements of a substantial customer base and across such a vast area is quite a task, so it's not surprising that B & B employs 20 full-time staff, with a further 10 being brought in seasonally. The machinery line-up is equally ex-

tensive and includes two self-propelled foragers, two forage wagons, two round balers, two square balers, seven trailers, four manure spreaders and a new Teagle machine for the recently-introduced straw grinding service.

### Exceptional driver comfort

The decision was taken at B & B last year to add to the already 10-strong tractor fleet and on a strong recommendation of one of the drivers, **Matthew Brendon**, it was decided to have a look at the new 4th generation Valtra T214 Direct. A trial was

arranged by **Bruce Bellamy** from the closest dealership, Alan Snow Agricultural Engineers Ltd. of Holsworthy, during which time a number of strong positives were identified.

“In the past we have purchased good quality ex-demonstration machines because it made more sense financially”, explains Sam Bloye. “We were impressed with the new SmartTouch models and were able to come to a deal we could justify.” So why go for a new model with the extra technology and latest operator interface? “We recognise that the tractors have a certain level of technology to ensure a high resale value”, Mr. Bloye explains. “And we are taking steps to upgrade our fleet, but we do hire in a lot of staff and some still prefer a more mechanical set up. It’s a balancing act between keeping the drivers happy and making decisions that will benefit the business overall.”

The T214 was purchased to do a fair amount of the firm’s heavy lifting, in summer it will take on the silaging duties on up to 10,000 acres covered, powering a Krone triple mower set up, forage wagon and a large square baler. Other primary duties include umbilical slurry application, and straw processing for feed as well as some cultivation tasks such as combination drilling and ploughing.

Key operator Matthew Brendon who has been with the company for six years and was part of the pur-



Matthew Brendon and Sam Bloye with the Valtra T214 Direct SmartTouch tractor which will be one of the mainline tractors for the next three years.



Mr. Brendon was particularly impressed with how easy it was to use the SmartTouch terminal – ‘It felt completely natural, no matter what function you are after it is only a couple of taps away.’

chasing decision having driven previous ‘2’ and ‘3’ series Valtra machines had this to say about the new T214. “The first thing you notice about this 4th generation model is the driver comfort, which is exceptional”, Matthew states. “We’ve always had Valtras here, but the T214 is a step above.” Asked to highlight the most noticeable differences, he lists: “The higher road speed of 57 kmh plus the Evolution seat, and excellent suspension allows a very comfortable ride with a machine that is specified to run at high speed without drinking too much fuel.”

The new model also comes equipped with Valtra’s own Direct CVT transmission, the latest version of the type introduced on the ‘2’ series machines some years ago. Mr. Brendon has so far been impressed with the Direct transmission responding well to the hilly landscape of the South West. “Because it is split into four ranges, there is always the required power available – whether it’s tackling one of the steep hills around the farm or quickly accelerating up to full speed on the A30.”

### SmartTouch completes the package

Other features that impressed include the new SmartTouch user interface with the 9” touch screen

monitor and the integrated armrest controls, climate control and cab suspension.

“There’s more space in the cab”, he adds, “together with a really intuitive layout”. Special praise, however, is reserved for the SmartTouch technology. “It does everything we need and is so simple to use that you don’t really need instructions. It came very naturally. The controls are clearly laid out and I found that I could find all functions in the terminal I wanted without getting lost. Our dealer didn’t even run me through it initially: it was clear from offset and it was easy to set up field maps and farm profiles.”

Matthew added: “But we still have the reassurance of knowing that, if needed, our local dealer Snows – and Bruce in particular – are always available, in or out of hours.”

“We have always been impressed by the cost of running a Valtra machine, it’s the additional features and technology that really make this machine”, says Mr. Bloye

“I feel like Valtra have finally made a real agricultural tractor,” concludes Mr. Brendon. “Previous models have had lots of advantages but there was always this hangover from its forestry background, especially with the layout of the controls made to be accessible also for reverse drive. The ‘4’ series meant they were half-way there but the SmartTouch has completed the package!” •



Umbilical slurry spreading will keep the T214D busy for many a day as one of its major tasks within the operations at B & B.



Ice Cross competitors skate down a steep ice track as fast as possible. The track in Jyväskylä is the longest and most demanding on the Red Bull tour and the only one made from natural ice.

Valtra and Red Bull team up

# TENS OF MILLIONS OF VIEWERS

TEXT TOMMI PITENIUS PHOTO VALTRA ARCHIVE

**R**ed Bull is an energy drinks company that is better known these days as a media company. Whereas it originally sponsored all kinds of wild stunts and extreme sports, it now organises similar events that attract other corporate sponsors who are interested in all the publicity they generate.

“Here in Jyväskylä, Red Bull organised an ice cross downhill skating event that was televised in 21 countries and attended in person by 60 international media correspondents. These Red Bull events attract especially men between the ages of 25 and 35, which is a natural target audience also for Valtra,” says **Juuso Raitanen**, who was in charge of Valtra’s participation in

Red Bull Crashed Ice on 3 February 2018.

**High speed action**

Ice Cross is a sport invented by Red Bull in which competitors skate

down an icy track as fast as possible. The track in Jyväskylä was built at a downhill skiing slope and was much steeper than appears on TV. Each start has four skaters, so there is plenty of contact and crashes in each race. The Jyväskylä track is the only one on the Red Bull tour made from natural ice and also the longest at 630 metres. The total elevation difference of the track is 60 metres.

Valtra and Red Bull teamed up to produce three videos from the event. Valtra tractors were also involved in the event, helping to build the track and on display in Red Bull colours. •



A Valtra tractor in Red Bull colours was on display at the event.

## WORK JACKET

This jacket is made from lightweight but durable materials making it perfect for outdoor jobs in spring and summer. Multiple multipurpose pockets.

Materials: 65 % polyester, 35 % cotton.

Suitable for washing in 60 degrees.

Sizes: S-XXXL.

Product no. 42805102-7

**65 €**

## WORK TROUSERS

These comfortably light work trousers have a flexible waste and spacious pockets. Made from durable materials: 65 % polyester, 35 % cotton. Suitable for washing in 60 degrees. Koot: S-XXXL.

Product no. 42805202-7

**55 €**

Maker of workwear: **DIMEX**



## VALTRA A104 WITH FRONT LOADER

Detailed miniature model of the Valtra A104 with front loader. Scale 1:32.

Not suitable for children under the age of 14. Product no. 42801910

**72 €**

## VALTRA N174

Detailed miniature model of the Valtra N174. Scale 1:32. Not suitable for children under the age of 14.

Product no. 42801930

**69 €**

Made by: **ROS**



Products available online from [shop.valtra.com](http://shop.valtra.com) or from your local **Valtra dealer**.

**NEW COLLECTION  
COMING IN AUTUMN 2018!**



See us online: [valtra.co.uk](http://valtra.co.uk)

**Valtra** Models



### A SERIES

MODEL	MAX. HP*	
	STANDARD	BOOST
A74	75	
A84	85	
A94	95	
A104	100	
A114	110	
A124	120	
A134	130	



### T SERIES

MODEL	MAX. HP*	
	STANDARD	BOOST
T144 HiTech	155	170
T154 HiTech	165	180
T174 Eco HiTech	175	190
T194 HiTech	195	210
T214 HiTech	215	230
T234 HiTech	235	250
T254 HiTech	235	271
T144 Active	155	170
T154 Active	165	180
T174 Eco Active	175	190
T194 Active	195	210
T214 Active	215	230
T234 Active	235	250
T254 Active	235	271
T144 Versu	155	170
T154 Versu	165	180
T174 Eco Versu	175	190
T194 Versu	195	210
T214 Versu	215	230
T234 Versu	235	250
T254 Versu	235	271
T144 Direct	155	170
T154 Direct	165	180
T174 Eco Direct	175	190
T194 Direct	195	210
T214 Direct	215	230
T234 Direct	220	250



### N SERIES

MODEL	MAX. HP*	
	STANDARD	BOOST
N104 HiTech	105	115
N114 Eco HiTech	115	125
N124 HiTech	125	135
N134 HiTech	135	145
N154 Eco HiTech	155	165
N174 HiTech	165	201
N134 Active	135	145
N154 Eco Active	155	165
N174 Active	165	201
N134 Versu	135	145
N154 Eco Versu	155	165
N174 Versu	165	201
N134 Direct	135	145
N154 Eco Direct	155	165
N174 Direct	165	201



### 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



**YOUR  
WORKING  
MACHINE**