



POWERTECHNOLOGY

NEWS FROM THE WORLD OF McCORMICK

2022 NEW FEATURES: X7 SWB

McCORMICK'S NEW TECHNOLOGIES

DESIGN: McCORMICK STYLE

A TECHNICAL JOURNAL PUBLISHED BY ARGO TRACTORS S.p.A. VIA MANFREDINI 7 | 42042 FABBRICO (RE) ITALY AUTH. OF THE COURT OF REGGIO EMILIA No. 5/2019




McCORMICK

Power Technology.

McC POWER TECHNOLOGY

NEWS FROM THE WORLD OF McCORMICK

Cover image. The new X7 SWB.



Design.
McCormick
style and
performance.



X7 SWB. The compact version of the X7.



Loaders. The new McCormick range.

McC POWER TECHNOLOGY

A TECHNICAL JOURNAL
PUBLISHED BY **ARGO TRACTORS S.P.A.**
VIA MATTEOTTI, 7 | 42042 FABBICO (RE) ITALY

MANAGING DIRECTOR **FILIPPO GHIALAMBERTI**
EDITOR-IN-CHIEF **ANTONIO SALVATERRA**

GRAPHIC LAYOUT **GRUPPO SILDATORI**

PREPRESS AND PRESS **CENTROFFSET S.R.L.** REGGIO EMILIA

YEAR 4 | NO. 4 | SEPTEMBER 2022
AUTH. OF THE COURT OF REGGIO EMILIA No. 5/2019



CONTENTS

THE COMPANY	2
An increasingly strong distribution network	2
McCormick, design combining performance and style	4
Argo Tractors, even more integrated into the territory	6
EXHIBITIONS	8
EIMA 2021: "Stage V" at the forefront	8
McCormick's "Red Spirit" at Fieragricola 2022	10
NEWS	12
McCormick lands on Farming Simulator 22	
A new App by McCormick	
McCormick technology inspires 2023 calendar	
ARGO PEOPLE	13
"Inventa lo slogan": three winners awarded	
PRODUCT	14
Serie X7 SWB, the compact version of the X7	
FOCUS	18
McCormick X6.4 P6-Drive: comfort and technology	
PRODUCT OFFERING	20
McCormick loaders: the winning combination	20
More comfort and safety with new McCormick technologies	21
FEEDBACK	22
Working long hours without fatigue: the winning choice is the X7	22
A quantum leap in technology and comfort	23
Comfort and easy driving in all operations	24
A fleet of six McCormick tractors for cattle breeding	25
THE ITALIAN BRANCH	26
Enovitis in campo 2022 in the Doc Aquileia area	26
The tractor driver of the year wins with McCormick	26
McCormick on the track with XCamp Pro	27
THE FOREIGN BRANCHES	28
The X-Race Tour legs en route to France	28
Argo Tractors Deutschland & Österreich opens the new headquarters	29
Argo Tractors Polska expands its sales network	29
The new South African headquarters opens in Kempton Park	30
The X8 VT-Drive tractors land in Australia	30
McCormick brings together Iberian dealers	31
New team at work between trade shows and training	32
McCormick ranges deployed at Expo Alimentaria	32
FROM AROUND THE WORLD	33
Agriargo UK at Lamma 2022	33
Kristian Helms passes the baton to sons Allan and Jakob	33
Petros Petropoulos celebrates its 100th anniversary	34
Agro-Tipp, new McCormick importer	34
A.Tammel: launch of the Serie X2 in Estonia	34
SERVICE	35
Telediagnosics: McCormick: more and more by the customer's side	
SPARE PARTS	36
Field assistance with new Electronic Boxes	36
Scheduled maintenance, piece of mind with always efficient tractors	37
McCormick signature insulated water bottle	37



IN THE NAME OF POWER

McCormick has confirmed in 2021, and in this early part of 2022, its vocation as a brand of reference for the **high power** and technology. In fact, it presented itself with a product line-up that is now complete, featuring a dedicated design and capable of meeting the needs of professional customers thanks to high-quality range of goods from 160 to 310hp.

It has expanded its **sales network** with new prestigious partners and has found a home with many customers in the agro-mechanical industry. All of this has been made possible by targeted investments in technologies and services that are increasingly connected to the needs of an agriculture that reflects current events. Current events are characterised by ongoing environmental, human and energy challenges.

The tenacity that distinguishes the world of agriculture and its players is a source of inspiration for a brand like McCormick that, today, welcomes technology designed to improve the experience of working in the field (from **powershift** and continuous transmissions to the cutting-edge mechatronic solutions of the **telediagnosics**) with solutions aimed at saving energy, fuel, and time while respecting the environment as well as the operators who rely on what we call McCormick's "**Red Spirit**". These set of values fuels the enthusiasm of the McCormick team at every field event and trade show!

Antonio Salvaterra



The Argo Tractors distribution network continues on its path of growth and strengthening, which began when the group based in Fabbri (Reggio Emilia, Italy) inaugurated its new Spanish branch office near Valladolid in 2017. Since then, activity has continued unabated and new improvements have been made around the world. At the end of 2018, construction began on the new Argo France branch office, which opened on the outskirts of Lyon in October 2019.

Despite the limitations imposed over the past two years to counter the pandemic, additional achievements have been made throughout 2022.

The past 24 March, Argo Tractors, in the presence of local authorities, inaugurated the new headquarters of **Argo Tractors Deutschland & Österreich**. The German branch was completed

in late December 2021 near Ansbach in the district of Middle Franconia within the Bavarian region, the "land" with the highest agricultural vocation in all of Germany. The building, strategically located in the industrial district of **Burgoberbach** in Bavaria, not far from the busy highway no.6, consists of a modern showroom, a technology training centre, an event area, an innovative Competence Center, and a test field for dynamic demonstrations - all on a total area of 13,000 square metres.

Marking 2022 is another milestone on the distribution network growth path: the grand opening of the new headquarters of the South African branch **Argo Tractors South Africa** in **Kempton Park**, near the capital Johannesburg, on 1 June. This area has already seen McCormick's presence for several decades with a growing and increasingly significant market share.

With a total area of more than 16,000 square metres, the new South African headquarters houses an advanced training centre that will provide technical support to the dealer network, an assembly operations centre, and a dedicated event area. The **new 6,000-square metre facility** houses 9 dedicated assembly areas, which will be used to partially and locally assemble tractors and implements, thus reducing shipping costs and promoting localisation as well as job opportunities. McCormick-branded products can be admired in a vast 700-square metre showroom. The company's



South Africa. Godfried Heydenrych and Simeon Morra.

**Burgoberbach.**

The show
of the new German
headquarters.

**Poland.**

The branch
headquarters.

INCREASINGLY STRONG DISTRIBUTION NETWORK



entire operations, including administration, marketing, sales, technical service, spare parts and training, have been relocated to the new buildings, confirming the company's continued investment in products, facilities and staff skill development.

INCREASINGLY STRUCTURED BRANCHES

Continuing on that path of growth and development of the worldwide sales network, which has already made significant steps forwards in recent years, McCormick aims to become more and more a point of reference in the field of agricultural mechanisation also through the organisation of the branches, which are being structured with ad hoc teams and in some cases even with multi-function offices.

Among them, the **Portugal branch**, which has created a dedicated team of 7 people dedicated to sales, product support, assistance, spare parts and communication services, who join the team of colleagues already operating from the Spanish branch of Argos Tractors Ibérica.

The Polish subsidiary **Argo Polska** has recently established a new office in Słomczyn and introduced the new professional positions of sales administrator, parts manager, product manager and regional sales manager.

Finally, the reorganisation of Argos Tractors also reached the southern hemisphere with the appointment of **Kim Findlay**, a professional with many

years of experience in the field of agricultural mechanisation, as sales director of "**Argo Australia Pty Ltd**" as well as **manager for the entire Oceania**. With the help of a staff member, it will deal with importers for: Australia, New Zealand and New Caledonia.

NEW LANGUAGES FOR THE WEBSITE

Being closer to end customers (farmers) also passes through new initiatives of the manufacturer. These include making the McCormick website available also in Portuguese and Polish, as well as offering various tools (Argo 4.0 package) to the dealers for an easier access to the digital transition, which is now unavoidable.

After all, the development of the distribution network is linked also to the growth of the dealer network, both numerically with more and more dealers joining the McCormick and qualitatively.

REGIONAL TRACTO CENTERS

The testing of new forms of McCormick dealerships through the creation of regional **Tracto Centers**, like the recently opened McCormick TractoCenter in France, is also among the initiatives. McCormick's goal is to be closer to the needs of its dealers and customers by grouping dealers, service outlets, second-hand and rental centres by region in order to pool know-how, expertise and a multitude of services.

This concept is very similar to that of the McCormick Competence Centers that have sprung up in Germany, the first of which was opened last year in northern Germany.



Fabio Leonardi.

Motor Valley is synonymous with the excellence of industrial production in that corner of Emilia-Romagna where some of the most important companies in the automotive sector are based. Argo Tractors celebrates its affiliation, further demonstrating its ability to

combine technological power and the pursuit of perfection in terms of style in its tractors.

A style that characterises the entire McCormick range that has recently been completely restyled with the introduction of a new expressive and recognisable family feeling: the culmination of a journey that began a few years ago, starting with the X8 VT-Drive, and

which, step by step, has extended to the entire range of tractors.

One of the persons behind this process is **Fabio Leonardi**, head of the Style and Design Centre based at the San Martino in Rio (Reggio Emilia, Italy) plant, who has been part of the Argo Tractors group since 2005 and shows great satisfaction in working in the complex and fascinating world of **McCormick style**: *Working for a leading and internationally renowned brand like McCormick is certainly very satisfying, but also a great responsibility, because you cannot disappoint or get it wrong; the design is often the first thing that people see and is judged",* he says. *"What has guided me in this sector,"* Leonardi continues, *"is my great passion for engines, for vehicles and especially tractors. It all started with the restyling of the X8 VT-Drive and that is where this great adventure began".*

McCORMICK, DESIGN COMBINING PERFORMANCE



"Design and brand are closely linked, the design must convey the brand's values and mission: the high power, the technological aspect, a quality product, comfort and safety. Everything, then, gravitates around the person, the operator who, through technology, harnesses and steers the power of the tractor".

"This aspect is taken into great consideration in the layout of McCormick's interiors, which respond to the principles of ergonomics and user comfort", confirms Leonardi. "Unlike a car, there are several functional islands in a tractor: the dashboard, panels, under the roof, the multifunctional armrest. Everything has to work well and harmoniously. At McCormick, functionality and technology must be combined with an attention to quality solutions in terms of forms, colours, details and high comfort: all to create a classy environment to meet the very demanding customer's expectations".

AND STYLE

Creative process

First and foremost, the designer's work stems from a "passion for the tractor", which is the basis of the creative process.

The initial phase is the strictly creative stage, in which ideas are developed, and where you work with handmade sketches, drafts or renderings.

In the second stage, the ideas are modelled with styling skins, which then become the future bodywork and interior panels.

From the skins we move on to digital renders, which simulate a photo-realistic visualisation. Each of these stages is shared with the other departments, from production to marketing, and especially with the management that evaluates the process.

From renders we then move on to mock-ups, which are static, or prototypes that simulate the functionality of the product.

Combining functionality and style is fundamental in the tractor sector: the tractor needs functionality first and foremost, and style must not become an unnecessary complication.

Style and functionality.

An indispensable compromise.

New McCormick style.

The synthesis of product evolution.



ARGO TRACTORS EVEN INTEGRATED INTO THE TE



Motor Valley. Argo Tractors joins in.

Worldwide player in the field of agricultural mechanisation, Argo Tractors is the identifying symbol of Emilia-Romagna, a land that has made the history of national and international motoring with the greatest excellences of the sector originating in the territory. Argo Tractors feels more than ever a part of this history, with brands that are rooted in tradition and open to the world, the future as well as innovation.

JOINING THE MOTOR VALLEY

Featuring 5 production plants on the Reggio Emilia province, the group has recently undertaken

several initiatives to strengthen its ties with the territory. First of all, it has officially joined the **Motor Valley**, the prestigious association that brings together the major motoring brands of the Emilia-Romagna industrial district, corporate museums, private collections, circuits, driving schools and industry event organisers with the aim of building, preserving and handing down the motoring heritage of the region and developing it for tourism and promotional purposes in the main international markets. Established in 2005 as the "Terra dei Motori" project, the Motor Valley Development Association came to life in 2015 with the aim of turning the project toward internationalisation, bringing together all the players in the Emilia-Romagna motoring sector and becoming one of the most important assets of tourism promotion in international markets.

COMMITMENT TO THE WORLD OF EDUCATION

The strengthening of the link between Argo Tractors and the territory also passes through the significant commitment to the world of education,



Focus on sustainability

Social and environmental sustainability are always the focus of Argo Tractors, which wanted to summarise this profound corporate value in its latest communication campaign with the claim: "Improve agriculture by improving life".

With graphics centred on the elements of nature - water, earth and air - that are harmoniously integrated between human beings, tractor and environment, the Fabbri-based group thus turned the spotlight on the stimulating strategic balance generated from a perfect synergy between machine, human beings and environment, with the aim of meeting the needs of the present generation without compromising future generations.

A slogan that summarises the value of a commitment rooted in the company's history and on which the Morra family has shaped the growth of the industrial group. The group commitment was realised in design and production choices marked by the **Industry 4.0**, as well as in specialised training and technological renewal of plants, such as the **Waterwall project**, which cuts the use of cooling lubricants, ensuring a healthy and safe working environment and reducing the environmental impact of production processes.



MORE TERRITORY



thanks to which a number of university courses, master's courses and specialised programmes have been developed for the automotive and motor sports worlds, in a perfect synergy between schools and companies, which has always been one of the cornerstones of Argo Tractors.

A synergy that finds confirmation in the Group's collaboration with the local engineering universities and training institutions of **ITS Maker of Reggio Emilia, Italy**: from the "Advanced Technician in Mechatronic Systems" course to the most recent collaboration for the "Advanced Technician for the Integrated Management of Industrial Processes" course focused on the concepts of industrialisation, supply chain, lean production and Industry 4.0.

Further evidence of this comes from the concrete support that the Reggio Emilia-based multinational company is giving to the **UniMoRe/Reggio Città Universitaria** project aimed at building a new university campus in Reggio Emilia, Italy, which will significantly expand and enhance the academic offering of the city.

THE IDEAGRI NETWORK

Initiatives aimed at creating strong ties with the local area also include the **collaboration with the Ideagri Network**, a consortium of which Argo Tractors is a founding member and which was established in 2012 by bringing together six companies, including manufacturers, component makers and toolmakers. Partners combine their specific expertise and work together to achieve the following goals:

- participating in the technical activities of Agricultural Electronic Foundation
- promoting the dissemination of the ISObus

standard by sharing professional knowledge and supporting companies through to final certification

- identifying topics of common interest on agricultural mechanics
- exploring new opportunities and turnkey solutions on existing devices.

ISObus is what makes the tractor-implement worksite smart, with the primary aim of saving energy. The system brings mechatronic intelligence to implements to achieve greater energy savings and preserve the environment. In addition, ISObus makes it possible to monitor the working hours of the implement with the possibility of scheduling its maintenance, avoiding downtime and improving in real time the conduct of the operators who can maximise their work with less stress.

UNINDUSTRIA'S MECHATRONICS GROUP

Finally, territory-related activities include Argo Tractors' participation in Unindustria's Mechatronics Group, formed at the end of March 2021 from the unification of the Metal-mechanics Group and the Mechatronics Club.

The Mechatronics Group represents more than 400 enterprises and its mission is the consistent development of the engineering/mechatronics district on all fronts: research, education, training and digital transformation.

In particular, the project aims to share useful industry information, experiences of production processes, strategies for overcoming critical industry regulatory issues or best practices. This creates synergies among members to jointly address the challenges and difficulties of such an eclectic market as mechatronics.



After the virtual preview of "Eima Digital" in November 2020, the international event in Bologna was finally back in presence on 19-23 October 2021.

Inside the usual 2,100-square-metre booth - with a corner shop dedicated the items beloved by the brand's admirers and an explanatory corner for Top-Con's satellite guidance devices - Argo Tractors took the opportunity to showcase several new McCormick products, which were also presented to journalists during the press conference held on 20 October.

The protagonists of this edition are the ranges refitted with Stage V engine, starting from the absolute novelty for Eima, the **X7 SWB** Eima, showcased for the first time at the fair with the 3 models X7.418 VT-Drive, X7.618 P6-Drive (powershift) and X7.618 VT-Drive (CVT). The new version of the Serie X7, called Short Wheelbase (SWB) confirms and renews the qualities of performance, technology, design,



comfort and efficiency that characterise the Argo Tractors Group brand.

The **X7.624 VT-Drive**, the benchmark of the McCormick range in the medium-high power range, is also on display in the booth as part of the X7 family.

THE TOP-OF-THE-RANGE: X8 VT-DRIVE

The top-of-the-range **X8 VT-Drive** is part of the higher power segment and available in 3 models with powers of 264, 286 and 310 hp delivered by 6-cylinder Betapower Fuel Efficiency 6.7-litre engines equipped with eVGT electronically controlled variable geometry turbocharger and SCR exhaust gas post-treatment system, fully compliant with Stage V regulations.

X8 VT-Drive's strong point is its four-stage continuously variable transmission offering 40km/h ECO speed at 1,300 engine rpm and 50km/h ECO speed at 1,600 rpm.

The closed-centre hydraulic system with 157 l/min load-sensing pump (a larger 212 l/min pump is available as an option) can handle up to ten electro-hydraulically controlled spool valves (6 rear) with 140 l/min capacity.

Perfectly air-conditioned and with an automotive-quality interior, Première Cab, thanks to its 4-pillar design, offers panoramic visibility in every direction.



X8 VT-Drive. McCormick's top-of-the-range model.

EIMA 2021: "STAGE V" AT THE FOREFRONT

Bologna.
McCormick
booth.

Moreover, the excellent soundproofing, up to 70 dB, also ensures an extraordinarily comfortable work environment.

To efficiently manage the implements the tractor comes standard with an ISObus certified system with a dedicated menu included in the 12" DSM touchscreen monitor.

THE UTILITY RANGE

Eima 2021 also put the spotlight on McCormick's utility range with the **X5**, showcased with front loader configuration. For this configuration, the frame has been designed not to reduce the ground clearance and to maintain the same turning radius.

Refitted with Stage V engines, the Serie X5 is available in three models X5.100, X5.110 and X5.120 with maximum powers of 95, 102 and 115 hp, respectively. These are complemented by two other high clearance versions: X5.100 HC and X5.110 HC, particularly suitable for horticulture.

There are two configurations available: **Premium**, which is intended to completely satisfy all the customers' needs, and **Efficient**, which offers entry-level and competitive specifications.

The new Joystick in the cab can manage various loader commands (up/down, load/unload; third and

fourth function), as well as transmission Hi-Lo and HML functions.

The new and more captivating design has maintained its compact size, but offers improved operator visibility and comfort.

X5.085: THE LIGHT-UTILITY

McCormick's **X5.085** light-utility model, a tractor that perfectly combines versatility and manoeuvrability, is among the stars of the event.

Strategically positioned between X4 and X5, the X5.085 model offers a concrete answer to all applications on the farm and in haymaking activities. Its outstanding features and performance make it the perfect tractor for agile transport, front loader barn and shed work and light-duty open field work.

Thanks to the 3.4-litre, 4-cylinder and 8-valve F34 FPT Turbo intercooler Stage V engine with Common Rail electronic injection, the 75 Hp available guarantee excellent traction and high elasticity.

The 34" rear wheel, which not only guarantees increased ground clearance, but also improved traction that, combined with the excellent weight-power ratio (48kg/hp), make the McCormick X5.085 suitable for transport also in mountain and hilly areas. The coupling with the M15 front loader controlled by a new dedicated ergonomic joystick is also an excellent new feature.



Eima 2021. An X8 VT-Drive and an X5 with loader.



X5.085. The McCormick light-utility.

Fieragricola.
The unveiling of Stage
V new models.



McCORMICK "RED SPIRIT" AT FIERAGRICOLA 2022



Verona. The new X6.4 P6 Drive and X6 Xtrashift.

Despite being rescheduled to early March, the 115th edition of Fieragricola in Verona was attended by 68,000 trade professionals from 80 countries.

On 2 March, the first day of the exhibition at the over 1,300-square-metre booth, McCormick held a dramatic unveiling of two new utility ranges refitted with Stage V engines: X6.4 P6-Drive and X6 Xtrashift.

The new **Stage V X6.4 P6 Drive** range is the main new development of McCormick. It is designed and built for those seeking versatility, performance and comfort in one tractor. Power ratings of up to 155HP and a wheelbase of 2,560mm make it ideal for open field work, haymaking, multi-utility work and loader activities.

Thanks to DOC-DPF-SCR technology with closed-centre hydraulics, suspended cab and axle, the other new member of the McCormick family, the **X6 Xtrashift** with a Stage V engine, is positioned brilliantly in the Utility category for open-field operations,

haymaking and for typical farm activities, enhancing performance and efficiency, optimising style and ergonomics.

There are two models of the range powered by a 16-valve 3.6-litre F36 engine: X6.125, boasting 119 HP, and the X6.135 with 126 HP.

The transmission ensures the right speed for each specific application. This is thanks to the tried and tested 36+12 scheme with HML (3 speed under load) and Reverse Powershuttle with modulated engagement. The speeds become

48+16 thanks to the creeper.

McCormick's line-up in Verona, presented entirely in the popular Red Spirit version, with metallic red paint and black rims, involved ranges in all power



X4.100 N. The McCormick specialised model.



brackets. It included the specialised family with the **X4.100 N** model in the P3-Drive version with robotic transmission, launched as a world première, the Serie X7, presented in the **X7 SWB Short Wheelbase** versions with continuous VT-Drive and P6-Drive transmission, **Stage V X7.6 VT-Drive**, also featured in the dynamic outdoor area with the X7.624 VT-Drive model, **Stage V X7.6 P6-Drive** and the **X8 VT-Drive**, the top of the range that features new comfort lines and a new design.

McCormick's versatile utility ranges were also featured with the **Stage V X5** in Premium and Efficient configurations and the **X5.085**, a range that falls somewhere between the Serie X4 and X5 by combining performance and compactness.

Fieragricola was an important stage for McCormick to showcase new solutions, the result of the

X5. A model from the utility range with loader.



group's research and development work, that further implement performance and versatility.

As usual, a corner of the booth was reserved for the shop dedicated to McCormick gadgets for fans of the brand.



X7.6 VT-Drive. The new Stage V.



McCormick X8. New design.

McCORMICK LANDS ON FARMING SIMULATOR 22

McCormick has officially landed on "Farming Simulator 22", the celebrated agricultural simulation video game developed by Giant Software.

Based on Giants engine 9, the "Farming simulator 22" incorporates many technical improvements as well as realistic behaviour of the Artificial Intelligence, but above all an ever-increasing possibility of customisation.

In fact, the video game also allows users to choose McCormick tractors to create the farming reality of their dreams.

Supporting large farm extensions such as those in Central Europe or the United States, every enthusiast will find in the McCormick X7 VT-Drive and X8 VT-Drive models the most suitable means to manage their production chains, operating independently or with other players, thanks to the cooperative-style multiplayer mode.

The game simulates all the activities that a farmer or breeder has to cope with daily to grow their farms starting with the steps of purchasing machines and configuring them according to the needs of their virtual farm.



Farming simulator 22.
The new virtual reality with McCormick tractors.

A NEW APP BY McCORMICK

McCormick is launching an app on the Italian market that can be downloaded to both Android and iOS smartphones and tablets. It is designed for all fans of the brand - including farmers driving McCormick tractors - who will be able to take full advantage of its potential. The aim of the **new App**, due out in fall 2022, is to keep users constantly updated with upcoming McCormick news and events, new merchandise items, new tractors, as well as the possibility to participate in surveys, all in offline mode as well.

In addition, those who register their tractor or fleet of tractors will be able to receive customised information regarding maintenance and warranty programmes for their tractor model as well as receive customised promotions on spare parts.

It will also allow direct access to the e-commerce platform, fleet management programme and telediagnosics programme to monitor tractor operation, including in predictive mode to organise maintenance.



McCormick app.
Soon available for all devices.

McCORMICK TECHNOLOGY INSPIRES 2023 CALENDAR

Twelve pages to present as many advanced technological media available to McCormick tractors. This is the concept designed for the McCormick 2023 calendar, which groups the entire range of new devices under the claim "**Technology is strong in us**" to represent the high level of technology that the McCormick brand is capable of expressing.

Each specific new feature is presented paired with the main visual of the tractor in action, with focus on individual technological systems, accompanied by a brief explanatory caption.

Calendars are available at dealers, can be ordered through the e-commerce platform or browsed online at the McCormick website.

2023 Calendar.

The concept based on new technological media.





Eima 2021.
Winning team.

"INVENTA LO SLOGAN": THREE WINNERS AWARDED

"Inventa lo slogan" (Create the slogan) is the contest conceived in 2021 by Argo Tractors to engage its employees by soliciting as well as sharing their creativity and has achieved results far beyond expectations. There were 30 candidate teams made up of 150 participants who delivered proposals for the creation of a slogan that could convey the values captured by the employees who experience and interpret the company. Since the end of August 2021, the jury of experts has been painstakingly evaluating proposals based on the consistency and originality of the project and final verdict was published on social channels on 17 September.

The winning teams were officially awarded during the Eima 2021 exhibition at the Argo Tractors booth on 23 October.

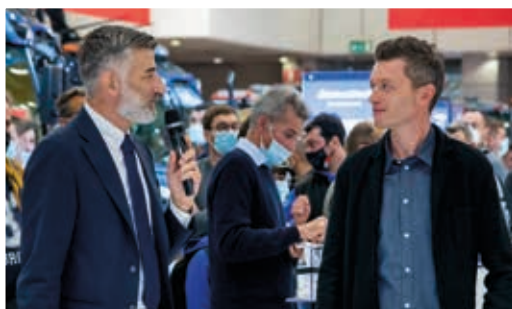
The first place went to the team **"Spazio alla Potenza"** (Space to Power) formed by: Marica Bononi, Gurdip Singh Dhanoa, Roberto Ferretti, Sat Pal and Raffaele Vignoli, who under the slogan **"Custodiamo il passato, coltiviamo il presente seminiamo il futuro"** (We cherish the past, we cultivate the present we sow the future) took the top step of the podium.

The second place went to the team **"High Quality"** formed by Massimiliano Albergro, Massimiliano

Del Bue, Luigi di Costanzo, Nicola Gelosini and Gagan-deep Singh, with the slogan **"The passion for tractors is our power. Your dream is our innovation."**

The third place went to the team **"Passione in campo"** (Passion in the Field) formed by Gianluca Corradini, Valentino Farris, Giuseppe Forte, Guido Spiga and Gennaro Squillante, who took the third step of the podium with the slogan **"Our tractors, your performance"**.

In addition to conveying the values of those who every day in Argo Tractors strive with professionalism and passion to provide agriculture with increasingly advanced tools that respect the quality of life, the "Inventa lo Slogan" contest also allowed Argo Tractors employees to participate in the communication activity with opportunities to get to know colleagues from other departments, other plants, and other company functions. This was an aspect that was grasped with great enthusiasm by all participants, ready to face the next challenge planned for Eima 2022, which will consist of the new contest "Per noi Argo Tractors è..." (For us, Argo Tractors is...) aimed at teams composed of colleagues who will have to tell about the life of the department or office in which they work and what Argo Tractors represents for them with a picture or video.



"Inventa lo slogan".
Scenes at the award ceremony.

SERIE X7 SWB, THE COMPACT VERSION OF THE X7

- › The new FTP NEF Stage V engines
- › Maximum stability and versatility
- › VT-Drive and P6-Drive transmissions



X7. The new SWB version with short wheelbase.

A compact and versatile vehicle designed for farms and contractors who are looking for a tractor that is more streamlined and versatile than its big brother with a long wheelbase, useful in all operations where weight is a decisive factor. This is the concept of the new McCormick **X7 SWB** (short wheelbase), a new range with strong, dynamic lines with a new design, spacious cab and ergonomic controls in perfect automotive style. Among the many new additions to the range, which replaces the Serie X7.4 by joining the Serie X7.6, are the new FTP NEF engines, which provide

Première Cab

The **X7 SWB** mounts the 4-pillar **Première Cab**, for a 360-degree panoramic view. Soundproofed, equipped with mechanical suspension and with an independent-wheel suspended axle, it provides a first-class level of comfort.

The air suspension seat can be semi-active and air-conditioned. Air conditioning is evenly diffused everywhere to ensure true well-being for the operator.

The controls are intuitive and power-assisted, positioned following careful anthropometric criteria.



even more power: up to 175 HP for both the 4- and 6-cylinder. What's more, they offer first-class performance in terms of traction capacity and strong fuel economy.

In fact, thanks to state-of-the-art common-rail electronic fuel injection and the HI-eSCR2 exhaust gas treatment system, the new engines reduce fuel consumption by up to 10 percent compared to tractors in the same class, ensuring full compliance with Stage V anti-pollution standards. The new one-piece bonnet is designed to provide more visibility for the operator. Its 90-degree angle opening provides

immediate access for quick and easy maintenance, also facilitated by the innovative Cooling Matrix system for radiator cleaning.

SWB: SMALL WHEELBASE

The most unique feature of the X7 SWB is the short wheelbase, which ensures stability and versatility for these tractors.

The 4-cylinder X7 SWB has a wheelbase of 2,651 mm designed to offer maximum versatility and, by being 300 kg lighter than the 6-cylinder, helps reduce soil compaction.

A 12-inch touchscreen monitor, similar in use to tablets and with programmable buttons, offers new functions created to customise the operation of the X7 SWB, further enhancing tractor performance.

The array of cutting-edge technology of the X7 SWB is complemented with the arrangements for satellite guidance, the ISObus system and the McCormick Fleet & Remote Diagnostic Management system for fleet operation and remote diagnostics.



Applications

› HEAVY-DUTY WORK

In heavy-duty work such as ploughing, the X7 SWB offers high performance, allowing smooth operation on uneven terrain, slopes and difficult conditions, with low fuel consumption. Thanks to the short wheelbase, the range guarantees excellent grip and stability under all conditions.

› PTO APPLICATIONS

In operations with implements, the limited and perfectly distributed weight of the X7 SWB reduces soil compaction, preserving its productive capacity. The tractor is ideal in typical fall and spring operations, where weight is a decisive factor, especially in wet soils.

› TRANSPORT

Regardless of transmission choice, the X7 SWB ensures speed, safety and comfort during transport operations. Thanks to the integration of the De-Clutch into the brake pedal, the Stop & Action system in the P6-Drive version makes it easier to drive during road transfers. Simultaneous use of the Stop & Action and APS (Auto Powershift) systems allows the P6-Drive transmission to be driven in a similar way to VT-Drive.

› LOADER WORK

The X7 SWB forms an outstanding working pair with the sturdy McCormick M50 front loader, controlled by the EasyPilot joystick designed to operate smoothly at all times. The combination ensures top-of-the-line productivity and comfort.

› PRECISION FARMING

All ISObus implements are easily managed via the 12" DSM touchscreen monitor to achieve greater operational efficiency and therefore increased productivity.



Interior. The control console.

The 6-cylinder X7 SWB has a wheelbase of 2,760-mm and maintains manoeuvrability and versatility qualities, with increased front-wheel drive and improved stability during field and front loader work.

VT-DRIVE AND P6-DRIVE

The X7 SWB offers a choice of two types of transmission: VT-Drive continuously variable transmission and P6-Drive powershift.

The continuously variable, 4-stage VT-Drive transmission with 4 sets of crown wheels and oil-cooled clutches guarantees first-class responsiveness. Speeds range from 0.04 km/h to 50 km/h. The transmission is controlled by the EasyPilot joystick, located on the multifunctional armrest for improved comfort. The MyFunctions menu allows up to 5 functions to be configured, such as cruise control speed, start of headland manoeuvres, and activation of reverse without using the steering wheel lever. Each activated function is shown on the dashboard panel or monitor.

The P6-Drive transmission, on the other hand, features 6 powershift gears under load, 5 robotised ranges and electro-hydraulic reverse shuttle on the steering wheel. In total, gears are 30 Forward + 15 Reverse which become, with the Creeper, 54 Forward + 27 Reverse.



X7 SWB. Working the land.

Short wheelbase.
A guarantee of stability and versatility.



CONFIGURABLE HYDRAULIC SYSTEM

McCormick has equipped the X7 SWB range with an oversized Load Sensing Closed Centre hydraulic system capable of great configurability.

The technology adopted enables oil flow to the spool valves only when required by the operator, eliminating any unnecessary power absorption to ensure top performance at all times.

The circuit sends up to 160 l/min to the hitch and spool valves, thus allowing the hydraulic implements to be used simultaneously.

The dedicated steering pump has a flow rate of 52 l/min.

The goal is to ensure that each farmer has a machine truly tailored to their specific operational needs.

PTO AND HITCHES

The X7 SWB is designed to work with large implements that absorb a great deal of power. For this reason, the PTO is designed to provide maximum power, with modulated engagement. Four speeds are available: 540 / 540Eco / 1000 / 1000Eco. When the power take-off is engaged, the engine's Power Plus system increases the available power and keeps it constant, even under load variations.

The front hitch provides a maximum lifting capacity of 3,500 kg. The rear one, capable of lifting 9,300 kg, is equipped with stress sensors on the lower links and is operated through the intuitive EasyPilot joystick, which is very easy to use.

Providing superior versatility, the X7 SWB can use front and rear implements in parallel.



X7 SWB.
The tractor and the Stage V engine.

McCORMICK X6.4 P6 COMFORT AND TECHN

Designed and built for those seeking versatility, performance and comfort in one tractor, the new **Stage V X6.4 P6-Drive** range is the ideal solution for open-field work, hay-making, multi-utility operations and loader activities.

Equipped with FPT NEF Stage V engines, the range is available in three models: **X6.413**, **X6.414** and **X6.415**, with a maximum power output of 155 HP. The engine and transmission layout allows for a wheelbase of 2,560 mm, providing great stability, and at the same time versatility and manoeuvrability.



PANORAMIC ROOF

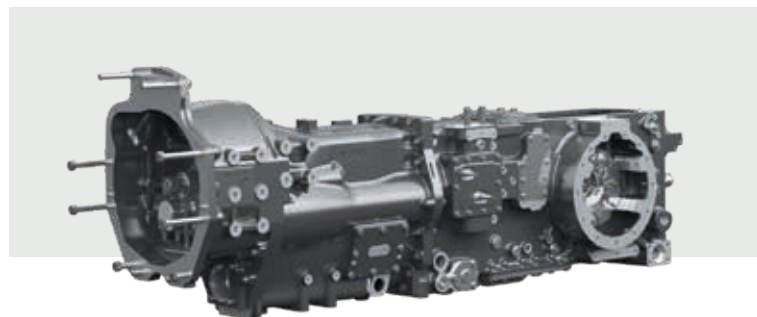
The McCormick **High Visibility Cab** features the FOPS-approved panoramic roof with hatch for natural ventilation, which enhances the tractor performance during M40 front loader use.



LED LIGHTS

Up to **14 LED lights** available - 8 of which are integrated on the roof - allow for optimised vision even when working at night.

Design, ergonomics, comfort and technology applied to improving working conditions are the other features that make the X6.4 P6-Drive the ideal ally in the open field and on your farm, thanks to the use of many implements.



-DRIVE: OLOGY

Designed with high quality materials from the automotive sector, the cab sports a mechanical suspension that, combined with the suspended front axle with independent arms, further improves driving comfort.



P6-DRIVE TRANSMISSION

The **P6-Drive** transmission by Argo Tractors with 6 powershift gears and 4 ranges offers 24 + 24 ratios, which rise to 40 + 40 when a creeper is fitted.

X6.4 P6-Drive.

The comfortable interior of the cab.



FLEET & REMOTE DIAGNOSTIC MANAGEMENT

McCormick's **Fleet & Remote Diagnostic Management** significantly reduces the operating costs of the X6.4 P6-Drive, increasing efficiency and profitability.



ON-BOARD TECHNOLOGY

Several menus, manageable from the **12" DSM touchscreen monitor**, further enhance tractor performance for superior efficiency and profitability.



MULTI-FUNCTION

Placed on the multifunction armrest, the intuitive and ergonomic **joystick** allows you to manage the many functions of the all-in-one tractor.



McCORMICK LOADERS: THE WINNING COMBINATION

Following its tradition of high quality, McCormick has designed **5 new series of front loaders**, which stand out in performance, strength and design.

McCormick's front loaders cover the tractor range, from the 47 HP of the X2 to the 240 HP of the X7.6, and offer an equally wide versatility of application - from agricultural and forestry work to municipal operations, such as public parks and green areas maintenance and snowplough service. Thanks to the steel frame **Domex** or **HLE** with high elastic limit, McCormick's new front loaders are robust, with high performance and many advantages: excellent bucket self-levelling with less operator fatigue, greater loading capacity and greater height extension.

What's more, McCormick's attention to every detail is impeccable: the metallic **Red Spirit** paint, thanks to its high quality, resists weathering and wear and tear in the field, while the loader frame is designed to decrease ground clearance without reducing turning radius.

The range is equipped with the advanced **Velotak** quick hitching/unhitching of the loader to/from the tractor and the **Flash** system of multiple connection of the hydraulic lines - all done through the simple movement of a lever in just a few seconds, without the use of tools or pins.

The loaders are controlled through an ergonomic **Joystick**, available in multiple configurations, which ensures easy management of all functions (up/down;



McCormick X4. The loader specially designed for the range.



Loaders.

A range that is easy to assemble and use.

load/unload; third and fourth functions; Hi-Lo and H-M-L of the transmission) for perfect loader control with less effort.

To ensure great performance in every handling, transport and maintenance job, McCormick combines front loaders with a wide range of end implements, such as light, multi-material and ground buckets; manure, bale and pallet forks.

The range consists of the models **Mp**, **Mt**, **Mi**, **Mc** and **Compact** with versions adaptable to different McCormick tractor ranges and different lift capacities.

MORE COMFORT AND SAFETY WITH NEW McCORMICK TECHNOLOGIES

Ensuring an increasingly comfortable and safe driving experience for the user is the philosophy behind McCormick's development of new technologies for high-end tractors refitted with Stage V engines, that combine utility and ease of use.

"**EazyGrip**", a remote tyre inflation system that can be conveniently operated from the Data Screen Manager, is among them. This solution makes it possible to adjust the desired pressure by stopping automatically when the pre-set level is reached. It thus becomes much easier for the operator to maintain optimal tyre pressure with positive implications due to reduced soil compaction, low fuel consumption, minimal tyre wear and thus optimising soil productivity.



New technologies also affect the transmission of McCormick X7.6 tractors, which are available in P6-Drive versions with 6 powershift gears for 5 ranges, robotic range gearbox and steering wheel-mounted electro-hydraulic reverse shuttle, and the continuously variable VT-Drive transmission, which provides excellent responsiveness as well as much smoother work. It is this latter transmission that introduces the new "**Smart Power Zero**": an automatism that intervenes on the transmission once the reverse shuttle is engaged, preventing the tractor from moving until the accelerator is operated.

The system, which actually introduces zero speed even when the reverse shuttle is engaged, goes a long way toward increasing tractor safety by avoiding having to apply the brake when necessary.

FEEDBACK



Luciano Chianella
Gruppo Cooperative Agricole
Trevi (Perugia, Italy)



WORKING LONG HOURS WITHOUT FATIGUE: THE X7 IS THE WINNING CHOICE

Among the largest farms in Italy with 300 hectares under cultivation and about 70 thousand quintals of milk produced, the **Gruppo Cooperative agricole di Trevi (Perugia, Italy)** has recently taken a new step, adding livestock to its production chain as well as dairy. An evolution that has made it possible to optimise farm resources, using calves born on the farm that are the result of crosses with prized cattle breeds, guaranteeing the highest quality of production through great attention to animal welfare and the production of high-quality fodder as well as silage feed.

"Our effort," explains President **Luciano Chianella**, "is to always be at the forefront with everything that allows us to optimise production, with great attention to environmental sustainability as well as technologies both in the shed and in the field."

Buoyed by a great spirit of innovation, the Trevi Group is always looking for anything that can help improve the quality of production, starting with farm mechanisation, which is chosen based on a scrupulous evaluation of available technologies. The same careful evaluation method was applied also for the recent purchase of the two **McCormick X6 and X7** tractors.

"Every purchase we make," says Luciano, "comes from a thorough analysis of the means we are going to purchase. In this case, after a discussion with the dealer **Berardi Riccardo & C.** of

Collepepe (Perugia, Italy), with whom we have a very long-standing relationship of trust, we assessed that the best choice for our needs was McCormick tractors".

While the **X6.430** is mainly used for haymaking operations, the latest addition, an **X7.690**, has been earmarked for the farm's most demanding activities: from main tillage to pulling large barrel wagons for slurry transport, both of which require high power.

"In choosing the McCormick X7.690," explains Luciano, "we evaluated all possible alternatives, favouring features such as value for money, fuel consumption and comfort level, all very important aspects for our reality and which the new tractor can express to the fullest".

Confirming the talents of the new vehicle that arrived at the company in February 2021 is **Fabio Romanelli**, who spends many hours of his days on the new X7.690.

"The new X7 is a big vehicle, but surprisingly very manoeuvrable", says Fabio. "At the same time it is also comfortable and low-noise, allowing you to work many consecutive hours without fatigue. This is also thanks to the P6-Drive transmission, which while not offering the same convenience as a continuous transmission, is still very easy to use, functional and offers many options."

Trevi (Perugia, Italy).
The X7.690 of Gruppo
Cooperative Agricole.

THE COMPANY IN FIGURES

Surface: 300 ha
Production: dairy
and livestock





FEEDBACK



Massimiliano Nazzari
Team Nazzari & P.
Noventa Padovana (Padua, Italy)

A QUANTUM LEAP IN TECHNOLOGY AND COMFORT

Full control of the entire crop management from land preparation to harvest. This is the imperative of the Team Nazzari farm in Noventa Padovana (Padua, Italy), an farm that currently has about 250 hectares of land cultivated mainly with cereals and soybeans.

Today the company has expanded its boundaries beyond the province of Padua, reaching as far as Polesine, where most of the sowable land is located. The company's idea is to be able to combine maximum productivity with maximum quality, a goal that can only be achieved through total operational autonomy.

"In order to be able to get the most out of productions," explains Maximilian, "it is necessary to carry out each crop intervention at the optimal time, and this is only possible through completely independent management. This is why we have organised a complete fleet of vehicles, which we are constantly trying to update, so that we always have the latest technologies that can ensure productivity and quality."

Tractors take on a strategic role to achieve all of this, which is why Team Nazzari first approached the McCormick brand in 2012.

"We met the dealer **N. Pettenuzzo Macchine Agricole** of Villafranca Padovana, and since we needed to buy a high-power tractor for heavy-duty work, we asked him for advice. Immediately he made a McCormick TTX 230 available for us to test on our fields, and it was love at first sight."

Since that first purchase, McCormick has become a full-fledged part of the company's fleet, with the introduction of a versatile **X5.40** and, last May, of an **X7.670**, a vehicle that complements the TTX in heavy-duty plough and ripper work.

"With the X7," Maximilian reports, "McCormick has made an incredible leap from the past, both in terms of technology and comfort. The new tractor has excellent traction, is

fast in transport and has an outstanding powershift transmission with a comfort level that was unthinkable until now."

This latter aspect is crucial for companies like Team Nazzari where in the busy times of the year they get to work even more than 20 hours a day on the tractor.

All of the company's vehicles are full-optional, including a front hitch, which greatly facilitates the use of front ballasts where needed. Satisfied with its choices and the assistance guaranteed at all times by the dealer, the company continues to evolve. In fact, it further expands the acreage and continues to renew tractors as well as implements so that technology can go hand-in-hand with the family's vast experience in cereal farming, thus achieving ever better results.



Noventa Padovana. X5 and X7 tractors at work.

THE COMPANY IN FIGURES

Surface: 250 ha
Production: soybean
and cereals



FEEDBACK



Nicholas War
Cooperativa Agricola Giulio Bellini
Argenta (Ferrara, Italy)



COMFORT AND EASY DRIVING IN ALL OPERATIONS

A large historical cooperative that now unites some 5,000 hectares of land in the Ferrara plain on the border between Bologna and Ravenna. The **Cooperativa Agricola Braccianti Giulio Bellini** in Filo di Argenta (Ferrara, Italy) is a well-established business that has been able to put to good use the experience of many years in the fields by renewing and adapting crops to the most current standards. The Cooperative's production includes cereals and other extensive crops, as well as high-quality fruit and wine products, all obtained with innovative technologies and integrated as well as organic pest management methods.

"Such a large area with very diverse crops requires a lot of effort," explains **Nicola Guerra**, manager of the farm's agricultural area.

The large fleet of the Cooperative. Giulio Bellini includes numerous vehicles, including 7 transport trucks and 90 tractors of different power ratings, which can meet all business needs.

To cope with heavy-duty work in the farm's most difficult soils, the Cooperative has equipped itself with powerful and technologically advanced vehicles.

"Five years ago we purchased our first McCormick tractor," says Nicola Guerra. "Our trusted dealer Dal Buono Eredi in Portomaggiore (Ferrara, Italy), in addition to directing us to this brand, provided us with a tractor so we could try it out on our land and see if it really suited us. After using it for a few days we finally purchased it."

Today, the Bellini Cooperative owns a dozen McCormick tractors, from the smallest X4 to the top-of-the-line X8. The latest arrivals are the **X7.624 VT-Drive**, purchased in 2020, and the **X8.680 VT-Drive** which arrived in 2021.

Argenta (Ferrara, Italy).
The new X8.680 VT-Drive.

"Once again," Guerra says, "it was the dealer who suggested the purchase of these two tractors, offering us the chance to try the machines before purchasing them. Once in the field, we immediately appreciated the comfort level and available power of the new McCormick tractors, which are particularly well suited for use with heavy implements."

"We have chosen a complete configuration," Nicola adds later, "which also includes assisted guidance, which is great in many operations, especially those that require greater precision such as planting, fertilising and spraying treatments."

Tractors are used by the cooperative employees indiscriminately: everyone must know how to drive the vehicles on the farm, so ease of driving is very important.

"Having easy-to-use tractors is an indispensable factor for our farm," Guerra says. "The new McCormicks meet this need perfectly, as well as ensuring excellent work quality, productivity and savings."

THE COMPANY IN FIGURES

Surface: 5000 ha
Production: cereals





X6.440. The most widely used tractor on the farm with a feeder.

FEEDBACK



Mark Easom
Easom & Sons Farm
Derbyshire (UK)

A FLEET OF SIX McCORMICK TRACTORS FOR CATTLE BREEDING

Based in Derbyshire, England, Easom & Sons is a leading farm, founded in 1946 by David Easom when he was only 16 years old. The farm, a 1,000-head dairy and cattle livestock with biogas plant, is now run by the third generation, with David's sons John, Mark, Eric and David joined by their respective sons.

All operations apart from spraying are handled in-house, meaning that the farm needs a varied fleet of tractors. They have used McCormick machines since 2000, with the purchase of an MC100. Now the company runs six McCormick tractors, the majority fitted with the VT-Drive continuously variable transmission. These include two **X6.440s**, with one running the Keenan feeder.

"The feeding is the most intensive work on the farm," explained **Mark Easom**. "The feeder tractor will rack up around 1,300 hours each year so we tend to move it over to other yard work after 5,000 hours to limit the depreciation."

Mark adds that the VT-Drive is ideal for feeder work, which would normally involve riding the clutch. "Having said that, we had an MC130 which was on the feeder for 10,000 hours and we never had any issues with the clutch. I believe that we've spent less on maintenance and repairs of all our McCormick machines over the last twenty years, than we have on certain tractors in the yard."

Elsewhere, there is a **powershift X6.440** machine, as well as an **X7.450** with short wheel-base, an **X7.670 VT-Drive** with an **X7.624 VT-Drive** set to arrive on-farm shortly.

Mark Easom was very impressed with how the McCormick brand has evolved over the past two decades.

"We had moved to another brand for the larger machines," says Mark. "Only because at the time, McCormick didn't offer a continuously variable transmission in the horse-power that we needed."

"Now, McCormick can easily match anything else on the market and the backup is excellent from **David Eaton Tractors**. In fact, the dealer response is equal in my estimations to the brand of tractor. We can't afford downtime and David Eaton has never let us down."

A replacement policy on the farm sees a machine changed over each year. With six mainline tractors and three telehandlers on site, it means that each McCormick will spend the best part of a decade with the Easoms, with extended warranties and a well-stocked workshop to keep them running.

"For the future, we're looking at extending the use of GPS systems throughout our operations,"

concluded Mark. "We really like that we're not tied to any particular system with the McCormick brand which means we can invest in the technology that suits our business and our needs."

Derbyshire, UK.
The X7.450 with low-pressure tyres.

THE COMPANY IN FIGURES

Livestock:
1,000 dairy and cattle
livestock



ENOVITIS IN CAMPO 2022 IN THE DOC AQUILEIA AREA



The 2022 edition of Enovitis in campo took place in the Doc Aquileia area and the event was hosted this year by **Tenuta Ca' Bolani** an estate in Cervignano del Friuli (Udine, Italy).

McCormick renewed its participation in the vineyard event with its range of specialised tractors compliant with Stage V emissions, presented in Red Spirit, a metallic red version with black rims.

Among the Friuli vineyards, the spotlight was particularly on the new specialised tractor **X4 F**, in the versions **cab** and **plat**, which combines traditional power and technology with versatility and lightness for manoeuvring in confined spaces, ideal for all row-crop work.

The McCormick **X4 N**, a narrow version particularly suitable for the vineyard, was also featured.

Nearly 7,000 visitors attended the event, which was enriched by tests, conferences and technical workshops that provided direct field experience of the innovations presented.



Enovitis in campo 2022.
A McCormick X4 platform model in the vineyards.

TRACTOR DRIVER OF THE YEAR McCORMICK is the winner



The 2021 **Tractor Driver of the Year**, was all about McCormick. The event organised for the third year by **Trelleborg**, a leading manufacturer of agricultural tyres,

was held at the **Cremona Circuit** in San Martino del Lago (Cremona, Italy). For the eagerly awaited challenge that pitted more than 40 tractor drivers from all over Italy against each other, engaged in driving and skill tests, Argo Tractors provided the competitors with six McCormick tractors, widely and significantly representing the range: from the **X7.4 VT-Drive**



X4.40 N At work on the competition field.



Cremona, Italy. Tractor Driver of the Year Award Ceremony.

to the **X7.6 P6-Drive**, from the more powerful **X8.631 VT-Drive**, to the **X5.120** and, again, from the **X7.624 VT-Drive** to the specialised **X4.40 N**.

There were four challenges on which the selected tractor drivers competed, divided into four groups on as many competition courses within the Cremona Circuit. While the first 3 skill tests were held on the paved part of the circuit, the fourth test was held on a sloping terrain that put the participants to the test, given the heavy rains of the previous days that made the terrain at the limits of practicability. Test still passed even in the mud!

At the end of the day, which featured excellent Trelleborg organisation, the winner was **Roberto De Simone**, Contractor from Baia - Latina in the Province of Caserta, Italy, who was awarded the title of Tractor Driver of the Year 2021.

McCORMICK ON THE TRACK WITH XCAMP PRO



XCamp Pro. The X7 tractor and the McCormick dealer group.

XCamp Pro is the unique and original dealer training programme born out of Argo Tractors' desire to provide highly specialised technical and sales training aimed at dealers by comparing McCormick brand tractors with competitors.

A training of the highest level dropped into a totally new and fascinating dimension, that of motor racing circuits. For this edition held on 20-21 April, the participants, more than **80 dealers** from all over Italy, were able to try their hand at driving the tractors of the company based in Fabbrico on the track at **Varano de' Melegari**, in the province of Parma.

This is not a random choice: the same stable Scuderia de Adamich that operates in the circuit, as well as Dallara, which has always been a protagonist in the automotive world, are members of the Motor Valley association, which Argo Tractors joined a few months ago, sharing the principles and values that have made Emilia Romagna the region of reference for international motoring.

The full motoring immersion highlighted the content and performance of McCormick's revamped range in light of the innovations offered by the tractors of the technology brand par excellence. In fact, all models in the range are now available with **Stage V engines** and offer the tools needed to work in terms of **precision agriculture**.

The training programme alternated between classroom educational moments and on-track tests

conducted with both McCormick tractors and competitive vehicles. Argo Tractors product managers and project managers managed the technical appointments by taking advantage of the facilities offered by the Dallara Academy, one of the most authoritative automotive and racing-oriented educational hubs offered by Motor Valley in the Emilia area. The track tests with the ranges **McCormick X6.4 P6-Drive, X7 and X8 VT-Drive** were guaranteed, instead, by Argo Tractors Service Inspectors.

Track tests were conducted with tractors from the McCormick range in comparative mode with other brands. In addition, it was possible to take part in a Drive Experience with the instructors of the Centro Internazionale Guida Sicura (International Centre for Safe Driving) to experience this time the thrills of the more than 500 horsepower of the Alfa Romeo Giulia Quadrifoglio and Stelvio Quadrifoglio, as well as the very sporty 4C, from the Centro Guida de Adamich fleet.

Buoyed by a "racing" spirit meant to emphasise the importance of competitiveness in order to aim for increasingly satisfactory results, the format tested in Varano de' Melegari was not an event in itself, but the début of a project that will be repeated in the future to ensure continuous and permanent learning for the sales network in an era of accelerated technological progress and ever more conspicuous changes.



Parma, Italy. Two X7.624 tractors on the Varano de' Melegari track.

THE X-RACE TOUR LEGS EN ROUTE TO FRANCE



Vaulx-Milieu. The cutting of the ribbon of the Showroom.

Argo France organised its first "**Salon de la Performance**" at its headquarters in Vaulx-Milieu on 2-3 March to promote services for McCormick dealerships. The booths, set up within the showroom available to its business partners, displayed leading products and services, with new features and technical innovations aimed at offering customers optimal service through the sales network.

In addition, in the "Performance Tractor" booth, branch technicians conducted training on the setting of McCormick tractors before delivery: inspections, tractor dynamic tests, front axle calibration, cab calibration, and also a aesthetic preparation with complete cleaning of tractor upholstery, carpeting, and covering.

This attention to detail is part of McCormick's policy of being as close as possible to the needs of its dealers and customers, including through the recent project to regionalise the network by creating **Tracto Centers**. The concept is based on the regional clustering of dealers, service outlets, second-hand and rental centres, with the aim of sharing know-how and expertise, thus responding to customers with increasingly higher levels of service.

In addition, the Salon de la Performance was the occasion for the official presentation of the **Enduro X-Race** in full, now consisting of four pilots: Fabien Poirot, Lorna Lafont, Loris Gubian and Fabien Abgrall, three of whom are in contention for the French championship, while Fabien Poirot is aiming for the world championship and has already earned a first podium in Hungary.

The **X-Race Tour** is the new preferred format for showcasing McCormick tractors at different

stops. Events are held from early June through November at Tracto Centers or at local fairs. The 7 legs of the Tour 2022 were punctuated by field demonstrations, an exclusive contest raffling off a 900 cc. roadster motorcycle, and trial shows with the X-Race Enduro Team.

The McCormick/Enduro association was born from the pairing created by McCormick between farmer and top sportsmen, both driven by strong values such as overcoming oneself, determination, training and strength. McCormick thus decided to sponsor a team of motivated and trained young sportsmen to promote the brand and outdo themselves. The three athletes proudly wear McCormick colours and prepare to stand on the podium of enduro races.



Hauts-de-France.

The X5 set up for the X-Race tour.

The first two stops began in early summer, the first in Normandy on 2-3 June with the dealer Ets. Ducastel and the second at the 'Terres en fête' event in Haute-France on 10-12 June.

In addition, a stop at the event **Innov'Agri** in Ondes held on 7-8 September could not be missed, while the other stops will touch the regions of Midi-Pyrénées, Auvergne, Brittany, and Poitou-Charentes with the tour's conclusion planned for the fall in the Ile de France.



Enduro X-Race Team.
The 4 leading drivers.

ARGO TRACTORS DEUTSCHLAND & ÖSTERREICH OPENS THE NEW HEADQUARTERS



The past 24 March, Argo Tractors inaugurated the new headquarters of **Argo Tractors Deutschland & Österreich GmbH**. The German branch was completed in late December 2021 near Ansbach in the district of Middle Franconia within the Bavarian region, the "land" with the highest agricultural vocation in all of Germany. The building consists of a modern showroom, a technology training centre, an event area, an innovative Competence Center, and a test field for dynamic demonstrations - all on a total area of 13,000 square metres.

After the foundation stone was laid in 2021, work proceeded in record time: by the end of December 2021 the staff of Argo GmbH had already moved into the new premises, whose inauguration ceremony was moved to the end of March in the presence of local authorities, continuing in the following days with the dealer meeting and a two-day Open Day for anyone who wished to attend.

Thousands of people flocked to the spaces of the new headquarters over the two days, where the entire McCormick range was displayed outside, while flagship products and a vintage corner with a vintage McCormick Farmall model were presented inside the showroom.

The new German headquarters is a strategic reference for the area: its proximity to the Triesdorf school campus allows an even stronger involvement of students through internships and enables tractor tests,



Burgoberbach. The exterior of the new headquarters.

meetings with contractors, specialised magazines, product training and after-sales technical training for dealers.

Finally, the Burgoberbach location also serves as the "South McCormick Competence Center" for part of the Bavarian area, a format inaugurated in 2021 with the opening of the "North McCormick Competence Center" in Lower Saxony and then continued in April 2022 with the opening of an additional Competence Center for the northern Schleswig Holstein region. The Competence Center is a central location where the entire McCormick range from 49 to 310 HP is available to customers every day, even on weekends. In addition to the full range of tractors, sales promotions and expert advice, guaranteed service and modern financing solutions are also available at the centre.

ARGO TRACTORS POLSKA EXPANDS ITS SALES NETWORK



From 24 to 26 September 2021, the **Agroshow**, Europe's largest open-air agricultural exhibition, took place in Bednary. The event was held on a golf course of more than 120 hectares, with the participation of 800 exhibiting companies and attracting more than 140,000 visitors. **Argo Polska** participated in the event, taking the opportunity to present to the public the branch's activities and the range of products as well as services that perfectly meet the demands of Polish customers. The latter are very demanding



Bednary.
A McCormick X8 at Agroshow 2021.

in their choice of tractor in terms of efficiency, performance, versatility, comfort, power and design. Characteristics that are perfectly embodied in the McCormick range displayed at the event, from the smallest X2 to the X3, X4F, X5,085, X6, X7 to the top-of-the-line X8. The Argo Polska branch, which relies on a team of professionals highly motivated to achieve ambitious goals, is pursuing the project of consolidating the McCormick dealer network by acquiring new dealers, including **Agro-Szczuka, Rol-Mech** and **Agrotim**.

In many cases, the sales network also makes it possible to strengthen Argo Polska's presence in the territory through participation in national trade fairs: dealers Rol-Mech and Hydro-Masz participated in the 27th edition of the in-door trade fair **Agrotech** held in Kielce on 18-20 March 2022, an event that attracted by nearly 50,000 visitors. The Polish branch is also present at many local trade shows and especially at field demonstrations, which are very popular in Poland.

THE NEW SOUTH AFRICAN HEADQUARTERS OPENS IN KEMPTON PARK



Kempton Park. The opening of the new headquarters.

Argo Tractors South Africa opened the doors of its new headquarters in **Kempton Park**, near the capital Johannesburg, on 1 June.

Located on the main R21 arterial road between OR Tambo International Airport and Tshwane, on an area of over 16 thousand sq. m, the new South African headquarters will house an advanced training centre to provide technical support to the dealer network, an assembly operations centre and a dedicated event area.

The new 6,000-square metre facility houses 9 dedicated assembly areas, which will be used to par-

tially and assemble tractors and implements, thus reducing shipping costs and promoting localisation and job creation.

The inauguration of the new headquarters took place in the presence of authorities and was followed by an evening show for all guests with an exciting musical and stunt event, during which a scenic unveiling of the flagship models: the X8.680.

The X8.680 - along with the X7 P6 Drive and VT Drive ranges - was also in the spotlight at **Nampo Harvest Day**, the largest agricultural trade show in the southern hemisphere, which ended a few days earlier in Bothaville. There has been great appreciation for this range, which highlights McCormick's importance in the high-power range even in the South African territory.



Bothaville. The X8.680 exhibited at Nampo.

THE X8 VT-DRIVE TRACTORS LAND IN AUSTRALIA



Clark Equipment, established McCormick importer, recently received the first X8 tractors in Australia. Based in Hornsby, NSW, Clark Equipment represents one of the most important and active benchmark for agricultural mechanisation in the Australian territory. With a long experience as a manufacturer and distributor of equipment, it has 17 branches and an extensive network of dealers and workshops, covering the whole area extensively, pro-

viding farmers with excellent parts service, support, a modern workshop and highly trained technicians, mobile workshops and financing services.

The first shipment of X8 tractors, and in particular the top-of-the-line 310 HP X8.680 VT-Drive, arrived in Australia in mid-February in part already destined for farms that had pre-ordered this model. McCormick product specialist David Knoke was very enthusiastic about the new X8 tractors, which he had seen for the first time in 2018 at the Fabbrico facility.

The X8.680 represents a very affordable and attractive solution for Australia, which in recent years has seen a real surge in the McCormick brand, starting with the lower horsepower models and moving up to the higher horsepower X7 and now X8 models.



X8.680 VT-Drive. One of the new tractors arrived in Australia.

McCORMICK BRINGS TOGETHER IBERIAN DEALERS



In mid-May, Spain celebrates San Isidro, the patron saint of Madrid and farmers, with the organisation of hundreds of events throughout the country. These include meetings organised by Argo Tractors Ibérica, which held the **Dealer Meeting 2022** of McCormick dealers in the central week of the month, followed at the weekend by an Open Day aimed at farmers and all families.

The main objective of the Dealer meeting, held at the facilities of Argo Tractors Ibérica in

company in Italy, the subsidiary for the Iberian Peninsula and the related network of dealers. During the event the main guidelines that will mark the brand's strategy for the coming years were also presented.

Among the strategies of Argo Tractors Iberica are the expansion of the network and the acquisition of new dealers. These include **Agroalba Albacete S.L.**, which has a facility of more than 5,000 square metres in the industrial area of Cam-



Villamarciel. McCormick's strength with its network of Iberian dealers, including Talleres Cuerda and Agroalba Albacete.

Villamarciel (Valladolid), was to share the brand's achievements and goals for the Iberian Peninsula. For such a special occasion, the meeting with the Spanish and Portuguese McCormick sales network was attended by Simeone Morra, Corporate Business Director of Argo Tractors, and Franco Artoni, Business Development Manager - Global Marketing and Parts of Argo Tractors.

Tractor innovation and technology also took centre stage with the unveiling of important new products across the range: the new X3, X5, X6.4 and X7 SWB ranges and the X5.085 model, all fitted with Stage V engine, highlight McCormick's response to the demands and needs of modern agriculture that is increasingly committed to sustainability as well as productivity.

The meeting with the network combined business and recreational aspects. Furthermore, it took place in a cordial and relaxed atmosphere, a sign of the close involvement between the parent

pollano Sur, north of Albacete and was appointed the new McCormick distributor for Albacete province and the southern part of Cuenca province. Instead, **Talleres Cuerda**, based in Hellín (Albacete), will be the new McCormick dealer for southern Albacete province and surrounding areas.

The "**McCormick Open Day**" was held on the 21 May in the presence of more than 500 participants from Spain and Portugal, who attended field trials, an exhibition of more than 200 tractors, as well as fun activities with children's games and musical and folklore performances.

A time of fun and celebration after the long and difficult period of the pandemic, much appreciated by all participants.



The 2022 Dealer Meeting.
Exhibition and field trials.

NEW TEAM AT WORK BETWEEN TRADE SHOWS AND TRAINING



Argo Tractors has recently consolidated its position in the Iberian Peninsula through its Spanish subsidiary based in Villamarciel, near Valladolid. The new organisation also covers Portugal, coordinated by Argo Tractors Ibérica, and for which a dedicated Portuguese-speaking team was created at the end of 2020. The team consists of 7 people in charge of sales, product support, service, spare parts and communication services, who join the team of colleagues already operating from the Spanish office.



Thanks to this support, the Portuguese branch initiated numerous activities during 2021 aimed at in-house training and team building. These activities focused particularly on the digital tools made available by the Argo 4.0 package on after-sales service and included the organisation of workshops and product training at the locations of major dealers.

McCormick's involvement in Portugal also included participation in important agricultural trade fairs such as the **Agroglobal** exhibition, the most important national outdoor agriculture event that took place on 7-9 September 2021 near Santarém and in which Argo Tractors for the first time participated as a subsidiary.

The branch participated in the FNA (Feira Nacional de Agricultura - Feira do Ribatejo), another important event dedicated to agriculture, held in the Portuguese district of Santarém on 4-12 June 2022.

Agroglobal 2021. The McCormick X8 for the first time in Portugal.

THE McCORMICK RANGES DEPLOYED AT EXPO ALIMENTARIA



From 9 to 12 November 2021, the Mexican subsidiary McCormick Tractores de Mexico participated in **Expo Agroalimentaria Guanajuato**, an international agribusiness event, held since 1996 in Irapuato, Guanajuato, Mexico.

An event that takes place outdoors, on a site of as much as 62 hectares that houses experimental fields with high-tech greenhouses and demonstration plots, as well as exhibition areas, with opportunities to hold a complete and unique event.

At the event, McCormick's Mexican subsidiary showcased in the outdoor area a wide array of its top ranges with the X1, S-Max, D-Max, G-Max,



Agroalimentaria. The D-MAX on display.

B-Max, and C-Max series, the latter also in H.C. version. (high clearance).

Already ready to participate in the next edition, McCormick has fielded several other initiatives for 2022. These include the sponsorship of the Golf Tournament **Gira Imagen Vector** with the display of C-Max HC, B-Max and G-Max tractors at nine of the stops - which took place throughout the Mexican Republic, Miami and Houston, Texas.

The tournament represents one of Mexico's most important golf sporting events and aims to showcase the best athletes, following up on the country's future promises.

Gira Imagen Vector.

The C-Max in HC version.



THE UNITED KINGDOM

AGRIARGO UK
AT LAMMA 2022

Agri Argo UK & Ireland, the UK and Ireland distributor of McCormick tractors, participated again in **Lamma 2022** on 4-5 May 2022. The annual trade show is dedicated to agricultural machinery and was held for the past few editions within the Birmingham fairgrounds.

The event provided an opportunity for the national début of new McCormick models. At the centre of the booth was the new **X6.4**, a brand-new heavy-duty range equipped with powershift transmission designed and manufactured by Argo Tractors, which was the subject of a spectacular unveiling on the opening day of the event.

The other novelty on display was a tractor from the new **X7 SWB** (Short Wheel Base). Other tractors exhibited by McCormick included models from the **X7 LWB** (Long Wheel Base) series, such as

the **X7.624 VT-Drive** and a model from the **X7.6 P6-Drive** semi-powershift.

Over the past year, McCormick has expanded its dealer network throughout the United Kingdom and Ireland. The network's efforts to support its customers, develop its business and increase the brand's presence in the territory were recognised by Agri Argo UK, which at its annual dealer dinner held before the show wanted to honour new and long-standing McCormick dealers at the prestigious Crowne Plaza NEC hotel in Birmingham.



Lamma 2022. First UK display of the new McCormick X7 SWB and X6.4.

DENMARK

KRISTIAN HELMS PASSES THE
BATON TO SONS ALLAN AND JAKOB

Helms, the Danish McCormick importer, organised an exciting event to celebrate the generational handover between **Kristian Helms** and his sons **Allan** and **Jakob** on 31 May 2022.

The moment provided an opportunity to review the company's long history, which dates back to 1951 with the founding by **Knud Helms**, then passed to Kristian Helms and now to his sons who have worked with him over the past 20 years (Allan) and 12 years

(Jakob), respectively, as representatives of the third generation of the family business. Appointed as McCormick importer in 2018, Helms is a leader in the local market, where he enjoys renowned reliability. The importer has three operating sites that allow responding quickly and extensively to customer inquiries, offering a high standard of pre-sales and after-sales services.

The event was held at the headquarters in **Lind, Herning**, in the presence of key Danish and Scandinavian customers, as well as in the presence of key suppliers and all employees, a total of 300 guests gathered for the occasion in a brand new warehouse used as a reception hall.

There have been many tokens of appreciation from Helms employees and partners who, over the past 71 years, have encountered a family united in their passion for agricultural machinery and with a focus on environmental issues. These include industrial activities that take place in buildings that adopt environmentally friendly solutions, from the use of solar panels to rainwater harvesting.



Lind, Herning. The two Helms generations on a McCormick X7.690.

GREECE



PETROS PETROPOULOS CELEBRATES ITS 100TH ANNIVERSARY

It has been 100 years since **Petros Petropoulos** began assembling cars in Thessaloniki in 1922. Since then, a continuous path of innovation and successful collaborations has emerged through a steady trajectory of continuous growth. Petros Petropoulos has been expanding in the Greek market with McCormick since 2002. The renowned



quality of these tractors in the high-horsepower

Greece. Display of tractors ready for demonstrations on the forecourt of a McCormick dealer.

range has enabled the company to gain an important market share, placing it among the top importers in Greece in 2021.

Petros Petropoulos boasts an excellent organisation throughout all of Greece, including the islands, with a total of 30 McCormick dealers.

Recently the importer has further expanded its presence in the territory, investing in new partnerships in the north of the country with dealers who enjoy an excellent organisation. In recent years, in addition to organising several Open Days, with tests and demonstrations of McCormick's high horsepower tractors, Petros Petropoulos has also launched several new marketing initiatives.

As usual, Petros Petropoulos also participated in major Greek agricultural fairs, including **Agrotica 2022**, a springboard for the new high-end McCormick Stage V tractors.

HUNGARY



AGRO-TIPP, NEW MCCORMICK IMPORTER

From 2022 **Agro-Tipp Kft** is the new McCormick importer for all of Hungary. Based in **Tolna**, south of Budapest, and with several branches in the territory, Agro-Tipp, founded back in 1966 and has a long experience in sales and service in the field of agricultural mechanisation. The open field tractor sector, in particular, is a very important market in the Hungarian territory, which is characterised by large grain farms and contractors.

The revamping of McCormick's high-power range, especially the X6, X7 and X8 series, has made an important contribution to the brand's popularity in Hungary by offering new business opportunities. The Agro-Tipp headquarters was completed in 2011. It covers an area of nearly 2 ha and includes 400 sq. m. of office space, a modern warehouse of 1100 sq. m., a 300 sq. m. shed and 500 sq. m. of sheltered tractor storage. The Hungarian importer provides full service to farmers and contractors and

has a well-stocked spare parts warehouse for efficient and timely customer service.



Tolna. Two X7 tractors in front of the headquarters.

ESTONIA



A.TAMMEL: ESTONIA LAUNCHING THE X2 SERIES

Founded in 1992, **A.Tammel Ltd.** has been the importer of McCormick tractors in Estonia since 2003. The company participated in the **Maamess**, which was held on 21-23 April in **Tartu**, with the McCormick range and in particular with the new X2 series, which was launched on the Estonian market precisely at the event that is a point of reference for the entire Baltic area.

A.Tammel was one of the first companies in the country to engage in import, sales and service in the agricultural machinery sector. The family-run company has five sales and service locations, covering all of Estonia. McCormick tractors meet most of the needs of farmers (gardening, farming and dairy production) and in particular the new McCormick X2 compact series represents a tractor with high potential.



Maamess. The X2 among the showcased tractors.

TELEDIAGNOSTICS: McCORMICK ALWAYS BY THE CUSTOMER'S SIDE



Digitalisation.

The new goal of telemetry and telediagnosics.

Avoiding downtime, saving time, cutting costs. These are the important milestones McCormick achieved today with **Telemetry** and **Telediagnosics**, two tools that can close the gap between manufacturer and customer and simplify tractor management.

If telemetry offers the ability to know the tractor's positioning in real time, with telediagnosics you can now do much more, with the additional possibility of intervening on the machine from remote.

Thanks to a control unit that can be installed on **McCormick 4.0** and **Stage V** ranges, it is possible to remotely diagnose any problems encountered and in some cases, as for calibrations or settings, even solve them. With real-time data traffic, the system avoids the time-consuming and inconvenient rigma-

role that would be required when warning or error signals appear on the dashboard, with the need to take the tractor to the workshop to identify the problem and consequently fix it.

On the other hand, telediagnosics allows the farmer to work with peace of mind at all times, being informed in time of the need to replace important components subject to wear and tear and diagnosable, avoiding tractor breakdowns with the possibility of conveniently scheduling appointments with the dealer.

At the same time, through telediagnosics, the dealer has the opportunity to provide a more efficient and constructive service to the customer, intervening quickly and pre-alerting them of the need of maintenance.

McCormick Warranty System

Agriculture 4.0 also brings benefits to the machine warranty system by offering the manufacturer the ability to remotely keep track of machine functions and related maintenance.

The system developed by McCormick, which goes by the name of **Warranty System**, allows the dealer to manage warranty work in a much simpler and stream-

lined way, speeding up its processing, as well as improving pre-delivery machine inspection activities, thus guaranteeing an increasingly impeccable service to the customer.

At the same time, the self-learning system behind McCormick Warranty System portal enables the manufacturer to automatically monitor telediagnosics statistics in order to develop increasingly efficient and reliable products.

Four kits integrated in convenient cases to quickly solve the most frequent tractor technical problems due to switches, relays and sensors and that can be easily fixed by replacing the faulty part.

This is the function of the **"Electronic Boxes"** developed by McCormick for dealerships and authorised workshops to provide them with irreplaceable support in the era of connectivity and just-in-time service.

The two versions available - **"F and F E-line"** and **"High-end tractors"** - offer the availability of the most frequently used spare parts for each product category: sensors, relays, solenoid valves, switches, pressure switches, potentiometers and other components, with a good chance of solving any tractor problems.

The "F and F E-line" version is available in 1-box configurations, intended for those who own only Tier3 tractors and 2-box configurations for those

Electronic box. A case complete with spare parts kits.



FIELD ASSISTANCE WITH NEW ELECTRONIC BOXES

who own both Tier3 and Tier4 tractors. In the case of the "High-end Tractors" version, the 1-box configuration is appealing to those dealers who have only Serie X6 tractors in the field, while the 2-box configuration is suitable for those dealers who need to serve customers with X6, X7 and X8 tractors.

In both cases, the two boxes have a connection device that allows connecting and carrying them by hand, as if they were one package. A trolley is avail-

able as an option, which can facilitate the handling of the case especially if you intend to use it inside a workshop.

Thanks to these innovative tools, dealership technicians can intervene quickly and in a single session when the customer asks for support, with the peace of mind that they have everything they need to solve the problem with them, without wasting time going back to the facility to retrieve any missing parts.



Trolley. The solution to facilitate case handling.



Scheduled Maintenance.
The service includes tailor-made packages.

SCHEDULED MAINTENANCE, PIECE OF MIND WITH ALWAYS EFFICIENT TRACTORS

With an increasingly close link with automotive style, McCormick's services are ever closer to the customer and able to simplify tractor management. Among them is the **Scheduled maintenance**, a service that takes the form of customer-tailored packages that include everything necessary for routine tractor maintenance: original spare parts and labour, in relation to what is stipulated in each tractor Operator Manual.

Available at the time of tractor purchase, but also purchasable at a later date, Scheduled Maintenance packages meet every need foreseen by the manufacturer, from replacing filters and cartridges to changing oil and fluids, but also various checks on specific components of the tractor in order to maintain its functionality and safety.

The options available range from 2 to 5 years, with the possibility of subsequent extension, with reference to the number of hours the tractor has been in use, based on which specific maintenance work is normally scheduled.

All of this allows the customer to keep their tractor running smoothly and with verifiable and pre-determined costs.

The service is managed through a dedicated portal operated by the dealer, who can quickly provide the customer with the most suitable configuration for their tractor and specific business needs.

The service is available for all new McCormick ranges, starting with high-horsepower tractors and gradually rolling out to all ranges even those not recently purchased.

McCormick signature insulated water bottle

The McCormick insulated water bottle is a must-have item for those facing long days of work in the fields, an indispensable item on cold winter days to keep drinks warm for up to 12 hours, giving users the possibility to enjoy a hot drink at any time. The same insulated water bottle is

equally useful in summer as it can keep drinks cool for up to 48 hours. Sturdy, airtight and easy to open, it has a half-litre capacity and is made in a stylish red look marked with the McCormick logo.

P/N: 6693555A1



**Power
Technology**

MCCORMICK

A BLEND OF POWER AND PERFECTION.



The new McCormick X7 SWB. Powerful and stable easy handling.

Boasting a stunning design, the new X7 SWB are equipped with 4 and 6-cylinder Stage V engines, from 165 to 175 Hp, featuring a 2,651 mm wheelbase for the 4-cylinder version and a 2,760 mm wheelbase for the 6-cylinder version. Outstanding handling and versatility, thanks to a well-conceived design of the drive units, the new X7 SWB ensure utmost stability during transportation and when operating in the harshest field conditions, combined with reduced soil compaction. There are two transmission versions: P6-Drive or VT-Drive. Front axle with electronically controlled independent suspension arms and a new cabin with 12 LED headlamps integrated in the roof for "best in class" comfort.