

PRESS RELEASE – May 2014

GRASSLAND & MUCK EVENT
Stand 323 / Vicon working plot

New McCormick tractors out in force at national Grassland & Muck Event

- McCormick teams up with Vicon to showcase latest tractors in action
- First public working demo for 143-212hp McCormick X7 Pro Drive
- McCormick X50 and X60 tractors also active in working demonstrations

The all-new McCormick X7 Pro Drive tractor range will be in the spotlight at this year's Grassland & Muck Event – it will be the first outing for the new design at a public working demonstration.

McCormick distributor AgriArgo UK has teamed up with Vicon to showcase the range and give many farmers and contractors their first opportunity to see the tractors in action. Three examples of the X7 Pro Drive – along with other McCormick models – will be handling the latest Vicon grass equipment from mowers, tedders and rakes to big round balers.

“This is always the biggest of the annual grassland equipment demonstrations and a fitting showcase for the first all-action outing for the new McCormick X7 Pro Drive range,” says Ray Spinks, general manager and sales director at AgriArgo UK. “Many farmers will have heard and read about the new range – they can now come to the Grassland Event to see what all the fuss is about!”

The range comprises four- and six-cylinder models – three of each – with rated speed power outputs starting at 131hp or 143hp maximum from the X7.440 Pro Drive. They then climb to 188hp draft max and 212hp pto max from the X7.680 Pro Drive, which features Power Plus engine management for transport and pto applications.

All models have a tough but smooth-shifting ZF 24x24-speed transmission as standard with Auto-shifting and other automated control features available, together with a 40x40 with creep gearbox option.

Cab suspension and the popular McCormick independent front axle suspension are also available, together with 50kph and air trailer braking for safe and secure road transport.

The range represents an important shift in design, specification and technology for the marque, which is particularly evident in the new *Premiere* cab, which can be inspected on the McCormick X7.4 tractor being exhibited on the AgriArgo UK static stand.

A seat-mounted console provides modern electronic controls to meet the expectations of drivers wanting fingertip operation of important functions but without being over-complex.

Two examples of imaginative design and engineering are the MySwitch multi-function button on the seat-mounted console and the fold-away passenger seat.

The MySwitch button is used to perform any of four different functions – transmission declutch, four-wheel drive, diff locks and auto powershift. Together with a simple ‘adjust and set’ system for occasional adjustments using a dial and instrument panel display, MySwitch helps keep the number of individual control switches, buttons and dials to a minimum.

“Many operators like previous McCormick tractors because of their relative simplicity and ease of control,” says Ray Spinks. “The X7 designers have achieved similar levels of simplicity while delivering modern electronic control and many more functions into the cab.”

The ingenious passenger seat is unique in the way it folds away out of sight, leaving a clear, smooth entry and exit for the cabin. The *Premiere* cab itself is a new design; the four-pillar structure is 180mm wider between the front pillars and the doors shut with a gentle push thanks to high-spec latches and adjustable hinges.

“The fit and finish, and the interior materials used are to automotive standards, with a seat-mounted console bringing all routinely used controls close to the driver,” points out product specialist Paul Wade. “The designers really have pulled out all the stops to make this a comfortable and practical place to work.”

- Other McCormick tractors in action at the event include the popular 92-126hp mid-range X60 and the new 85-113hp X50, which makes its first appearance at the Grassland & Muck Event. A McCormick X60 will also be displayed equipped with one of a range of new front loaders being launched by AgriArgo.

Ends



McCormick X7.660 & Vicon RV 4216 Baler Pic 7a.jpg

The new McCormick X7 Pro Drive tractors will have their first outing at a public working demonstration at the Grassland & Muck Event.



McCormick X7.660 & Vicon RV 4216 Baler Pic 4a.jpg

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McCormick X50.40 Power Plus 02.jpg

The Power Plus version of the McCormick X50.40 has engine outputs of 105hp for draft work and 113hp for pto and transport operations. It also has a 36x12 power shuttle transmission with three power shift steps.

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