



AGCO Corporation
4205 River Green Parkway Duluth, GA USA 30096-2584
www.agcocorp.com

Telephone 770.813.9200

For Immediate Release

CONTACT:
Caressa Prescott
Communications Manager
770-813-6185
c.prescott@agcocorp.com

Massey Ferguson Introduces New Look, New Engines and New Convenience to Compact Tractor Line

DULUTH, GA – October 2004 — Full-size tractor styling, quieter and more durable engines and operator convenience from radiator to three point hitch sets the new 1500 Series from Massey Ferguson ahead of the competition. The 3-cylinder MF 1533 (33 hp) and turbocharged 3-cylinder MF 1540 (40 hp) are the first two models in this new series. Landscapers, specialty farmers, contractors and hobby farmers will appreciate enhanced operator comfort and the quick removal and replacement of mounted attachments, including the loader and backhoe. First time tractor operators will quickly learn to appreciate the simple and easy operation of the tractor, and the easy to read automotive style dash.

“We understand what a vital role our compact tractors play in a wide variety of situations and the varying levels of experience operators bring to the job,” says Stephen Barcuch, Massey Ferguson compact tractor general marketing manager. “The new MF 1533 and MF 1540 are designed to exceed customer expectations whether mowing a golf course, landscaping a construction site, moving dirt, digging trenches or tilling your garden. These tractors have the power and features to do the job, hour after hour and day after day. They also have the convenience and comfort to make jobs easier, less fatiguing and more enjoyable.”

A new design for the MF 1500 Series 3-cylinder engine contributes to clean power, longer engine life and operator comfort. The 3-cylinder diesel engines meet Tier II EPA emissions standards and are stronger and quieter, thanks to the new cast iron block rib-support design. Graphite coated pistons in the naturally aspirated MF 1533 and turbocharged MF 1540 engines help reduce friction, engine noise, fuel consumption and will extend engine life.

The new tractors are equipped with an 8F by 8R Synchronized Shuttle transmission to make loader work, grounds keeping and other jobs requiring repetitive direction changes easier



and less tiring. With two ranges and four non-synchronized gears within each range, it is easy to find the right speed for a given job and shuttle from forward to reverse without stopping. Range and gearshift controls are conveniently located on the left-hand console.

“Convenience and comfort for the operator were top priorities in designing these new tractors,” says Jeffrey Ratliff, sales engineer, Massey Ferguson. “Tilt steering and a wide platform make entry and exit easy. Simple to understand and operate controls are within handy reach, and the automotive style dash makes it easy to monitor tractor operations. Every effort has been made to reduce vibration from the smoother operating engine to the molded rubber floor mat and even set screws to tighten down the foldable ROPS.”

The tilt-up hood and removable side panels simplify access to the engine and radiator components for regular tractor service and maintenance. Once exposed, a removable radiator screen and air filter can be checked and cleaned with ease.

Convenience has also been engineered into a pedestal mounted loader and a sub-frame mounted backhoe, both designed specifically for the MF 1500 Series compact tractors. The new design makes removal and remounting fast and easy. Category I 3-point hitch is standard on the 1500 Series and makes a wide range of mounted implements available for use. Telescopic stabilizers allow the operator to adjust the 3-point hitch for side-to-side travel, and a turnbuckle leveler allows hitch leveling horizontally.

The MF 1533 and MF 1540 feature independent rear PTO with optional mid PTO as well. A dash mounted electric switch engages and disengages the PTO, while a selector lever on the left console allows the operator to select between the rear PTO, mid PTO, or the option to use both simultaneously (on tractors with the mid PTO option). When the lever is positioned in neutral, the PTO shaft can rotate freely to easily connect or disconnect implements.

“PTO control is enhanced with the modulation button next to the PTO electric switch on the MF 1533 and MF 1540 tractors,” says Ratliff. “It allows the operator to choose a slower or more aggressive PTO engagement, depending on application startup needs.”

Every customer buying the new MF 1500 Series has the option to get the right tire for the job with up to four tire options. With options such as the R4-Industrial tire, R1-Agricultural tire, R3-Turf tire and the LSW-Turf tire, every customer should have the opportunity to find the tire best suited for their needs.

“These tractors are loaded with standard features that are often only available as options on other compacts,” says Barcuch. “When combined with selected options, they

introduce a superior level of versatility and ‘full-size’ tractor functions without sacrificing the ability to get into tight, low clearance situations.”

For more information on Massey Ferguson, visit www.masseyferguson.com.

AGCO Corporation, headquartered in Duluth, Georgia, is a global designer, manufacturer and distributor of agricultural equipment and related replacement parts. AGCO distributes its products in more than 140 countries. AGCO offers a full product line including tractors, combines, hay tools, sprayers, forage tools, tillage equipment and implements through more than 9,200 independent dealers and distributors around the world. AGCO products are distributed under the brand names AGCO[®], AGCO[®]Allis, AGCOSTAR[®], Challenger[®], Farmhand[®], Fendt[®], Fieldstar[®], GLEANER[®], Glencoe[®], Hesston[®], Lor*Al[®], Massey Ferguson[®], New Idea[®], RoGator[®], SisuDiesel[™], Soilteq[™], Spra-Coupe[®], Sunflower[®], Terra-Gator[®], Tye[®], Valtra[®], White and Willmar[®]. AGCO provides retail financing through AGCO Finance in North America and through Agricredit in the United Kingdom, France, Germany, Ireland, Spain and Brazil. In 2003, AGCO had net sales of \$3.5 billion. Please visit our website at www.agcocorp.com.

#####



ENCLOSED PHOTO: Massey Ferguson 1540 Compact Tractor

PHOTO CAPTION: Full-size tractor styling, quieter and cleaner running engines and enhanced convenience make the Massey Ferguson 1500 Series compact tractors ideal for landscaping and construction sites, as well as specialty and hobby farmers.

###

To download this and other Massey Ferguson news releases, please visit www.masseyferguson.com. (Scroll over the red button and choose USA/Canada. Move to the bottom of the menu on the left and click on “Product News.”)