

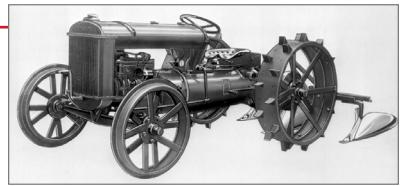


BORN TO **FARM**

## MASSEY FERGUSON 175<sup>TH</sup> ANNIVERSARY

### LEGACY OF FARMER-FOCUSED INNOVATION

- ▷ **1847 Daniel Massey** recognizes the agricultural benefits of manufactured implements and opens a machine shop in Ontario, Canada.
- ▷ **1857 Alanson Harris** begins manufacturing his own implements to serve a growing Canadian agricultural market.
- ▷ **1891 Massey-Harris Limited** is the first company to sell agricultural products on the global market.
- ▷ **1917 Harry Ferguson** lays the groundwork for the Ferguson System.
- ▷ **1930** The Massey-Harris “**General Purpose**” tractor is one of the first to feature four-wheel drive and was ideal for row crop use.
- ▷ **1946** Ferguson’s **TE 20** revolutionizes agriculture. This light, reasonably-priced tractor could replace those one and a half times its size.
- ▷ **1953 Massey-Harris-Ferguson** brings together global manufacturing capabilities and innovative design to provide **straightforward, dependable equipment** for farmers across the globe.
- ▷ **1958 Massey Ferguson®** unveils a new brand name and Triple Triangle logo. In the decades since, both the name and logo have become synonymous with reliable, long-lasting farm equipment.



*“Beauty in engineering is that which is simple, has no superfluous parts and which answers exactly its purpose.”*  
— Harry Ferguson



*Today's reinvented Triple Triangle logo pays homage to our impressive legacy*

### COMMITTED TO A DEPENDABLE FARMER EXPERIENCE

- ▷ Massey Ferguson has a history of strategic partnerships to meet the needs of a dynamic industry.
- ▷ In 1994, Massey Ferguson joined the AGCO brand, allowing us to combine resources to provide the most dependable, hardest-working equipment for customers across the globe.
- ▷ Today's Massey Ferguson customer has access to world-class services, including AGCO's GenuineCare and AGCO Protection.

### DEDICATED TO STRAIGHTFORWARD EQUIPMENT SOLUTIONS

- ▷ Decades of SCR experience paired with an all-in-one aftertreatment system offer **40% less emission** and optimum uptime.
- ▷ Some of the most dependable and cost-effective engines on the market.
- ▷ Efficient, **field-proven drivelines** for cost and productivity benefits.
- ▷ Exclusive **Protect-U design**, introduced with the **Massey Ferguson 8S Series**, reduces noise and vibration.
- ▷ Cutting-edge technology and smart farming systems for maximum productivity with minimal carbon footprint.