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## ARGO Tractors expands market coverage with new product families

Argo Tractors SpA announces an important milestone in its product development programme with the addition of a new range of compact and utility tractors. Ranging from 22hp to 91hp, the new range will complement existing product lines offered by Argo Tractors.

The new product offering is the result of an OEM agreement with Korean manufacturer Daedong whereby Argo Tractors locally adapts and completes the units at its premises in Italy and North America for onward sale through selected McCormick and Landini distributors.

"We have finalised the OEM agreement with Daedong recognising the quality and capability of our Korean partner to offer product suitable to fill gaps in our current offering," says Valerio Morra, President of Argo Tractors SpA. "We look forward to exploring other opportunities for co-operation with Daedong as the company has shown great willingness to develop future commercial and industrial synergies."

Argo Tractors has successfully been distributing compact tractors up to 55hp in North America and South Africa over the past five years and also in Spain and the UK," adds Simeone Morra, Argo Tractors Corporate Business Director. "We have been requested by our customers to expand our product offering in this niche market and by our distributor network to expand territorial coverage. We have been working over the past year to make sure we now present a competitive product range with significant benefits over the previous offer and we believe we have reached our goal."

The new tractors will be available for sale starting Spring 2011 at McCormick and Landini dealers in selected countries, namely Italy, France, Spain, Great Britain, Germany, South Africa, Mexico, USA and Canada. The products are completely integrated within the McCormick and Landini families as far as technical and commercial support is concerned.

"The aim for Argo Tractors is to competitively position the new product families so that we attract customers who previously may not have considered McCormick or Landini products during their previous purchase decisions," adds Simeone Morra. "Now they have more choice within our brands and our current and future dealers will benefit from the new business opportunity as well."

This move follows from the recent announcement that Argo Tractors will concentrate all resources on its tractor business and is an important step in the long term business development strategy.

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*ARGO Tractors, with its headquarters in FabbriCo, Regio Emilia, Italy, manufactures tractors under the Landini, McCormick and Valpadana brands and belongs to the ARGO SpA industrial group. ARGO Tractors has tripled its production volumes in 10 years, with a remarkable growth in concrete results: 2009 turbover of €447 million, 1600 employees, three plants, eight business branches in the world, 130 importers and 2500 dealers. Statistics that have allowed the Landini, McCormick and Valpadana brands to achieve a significant standing on the domestic market and to represent one of the most important international players, thus confirming the value of a successful group strategy.*