



Q4 CUE FINANCING OFFERS FOR MASSEY FERGUSON

AGGRESSIVE END-OF-YEAR VOLUME GOALS ON COMPACT EQUIPMENT

With the release of fourth-quarter compact program updates, dealers have attractive financing and cash-back offerings for customers.

U.S. and Canadian dealers can offer financing as low as 0% for up to 84 months plus cash discounts on Massey Ferguson® compact models.

THESE OFFERS WON'T GET ANY BETTER!

Knock out the competition with these deals before the close of 2019. Call AGCO Direct at 866-256-0025 or email ads@agcodirect.com for more details.

AGRI-SERVICE EARLY BIRD CAMPAIGN GENERATES \$1.3 MILLION

ONE-TO-ONE APPROACH WAS KEY DRIVER OF SALES

Idaho dealer Agri-Service Inc. launched a one-to-one pre-order sale on Hesston® equipment with a big payback, due in large part to targeted marketing materials that put customers in direct contact with their own individual sales rep:

- Campaign included text messaging, direct mail, paid search and social media
- 21 sales reps included across 13 Agri-Service locations
- Of 2,500 targeted customers, over 250 responded with requests for demos or information

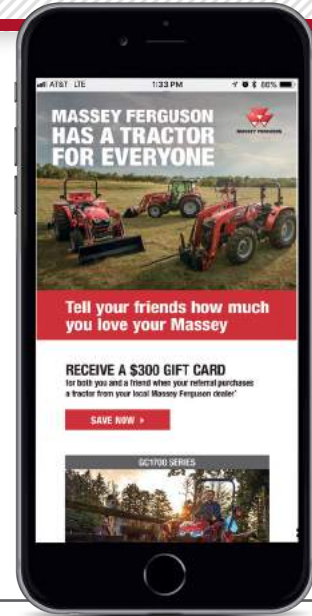
\$8,166 OUT OF POCKET COST	11 UNITS SOLD	\$1,303,732 IN SALES
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WANT TO RUN A SIMILAR CAMPAIGN?

Contact your AGCO Direct rep at 866-256-0025 or ads@agcodirect.com to get started.

REFER A FRIEND, AND YOU BOTH GET A \$300 GIFT CARD.

CHECK YOUR EMAIL FOR DETAILS.



AGCO EQUIPMENT IN NATIONAL CATTLEMEN REACHING 56,000 BEEF PRODUCERS

New advertisements in National Cattlemen will highlight the Massey Ferguson® 4100V Series round baler and Hesston® 1300 Series disc mower conditioner. The ads will run in issues from October through December, featuring rugged machinery designed to support the cow-calf operations of the [National Cattlemen's Beef Association's](#) 56,000 monthly readers.

The new 4100V Series round baler includes offset tines that pick up more crop and features Massey Ferguson's crop-flow-friendly HydroFlex Control™ system to reduce blockages. The Hesston 1300 Series disc mower conditioner features Massey Ferguson's patented RazorEdge cutterbar and the option for a 3-point or drawbar-mounted swivel hitch.

PRODUCERS CAN SCHEDULE A DEMO OF EITHER PIECE OF EQUIPMENT AT [MASSEYFERGUSON.US](#).

GET A SET OF WHEELS FOR YOUR FARMER-TO-BE FENDT GLOBAL PEDAL TRACTOR CAMPAIGN



Fendt Global recently sponsored a new campaign for farmers and farmers-to-be in the Northeast region with a Pedal Tractor Campaign. Any customer purchasing a new Fendt® tractor also received a Fendt pedal tractor for the rising young farmer in the household.

**SEE MORE ABOUT THE
PEDAL TRACTOR CAMPAIGN
ON FACEBOOK.**

AEM 125TH ANNIVERSARY INNOVATING OFF-ROAD EQUIPMENT FOR MORE THAN A CENTURY

AGCO congratulates the Association of Equipment Manufacturers on its 125th anniversary. The Milwaukee-based association is one of the oldest in North America. AGCO has been a member since the association's founding in 1894 as the Equipment Manufacturers Institute.



AGCO DIRECT TEAM MEMBER SPOTLIGHT

KRIS KERZMAN

Kris works with content for the AGCO Direct social media program and dealer social media ads. Each month, he writes copy for approximately 50 social posts and 30 ads. He also works closely with account managers to provide the best recommendations for dealers and their budgets.

Kris is passionate about solutions for dealers who don't have a lot of time or personnel to devote to social media. Growing up in a farming community, Kris deeply understands the needs of dealers. His goal is for all AGCO dealers to stay relevant and reach new customers.

When Kris is not at work, he is home being a dad to two great kids. He also enjoys board games, baseball and music.



SOCIAL MEDIA SPECIALIST

PARTS CORNER



The end of the year is approaching, and it's important to make sure you are utilizing your co-op to maximize end-of-year sales. Your AGCO Direct team is here to help you with custom campaigns built to your specific needs and goals. Drawing from experience working with other channel dealers, your rep can assist with building a smart plan that works.

A few things to remember:

- 1 You must meet a minimum 30% usage of your parts co-op funds by December 31 in order to achieve stock order discounts in 2020.
- 2 All activity through AGCO Direct is at an enhanced 60/40 co-op rate.
- 3 Any dollars not used by the end of the year will be forfeited.

See some parts campaign samples below. Or watch the [dealer samples webinar](#) from earlier this month to see what has worked for other dealers and spark your own unique ideas. Then contact us to get started or request an estimate.



« CONTACT US »

Please contact AGCO Direct at **866-256-0025**
or email at **ads@agcodirect.com**.

