Fendt is the Official Tractor Supplier at Herning2022

Kasper Glibstrup (Fendt Business Manager Denmark and Sweden), Casper Cassøe and J

Fendt will be the Official Tractor Supplier for the ECCO FEI World Championships Herning in Denmark and take an essential part in the preparation of the footing at the championships.

Footing preparation in 3 arenas

The World Championships will be held in 3 different arenas. Stutteri Ask Stadium is the main arena hosting the championships in Dressage and Jumping. Jyske Bank Boxen is a large indoor arena hosting the championship in Vaulting and an additional arena, BB Horse Arena will be built next to the Stutteri Ask Stadium to host the championships in Para-dressage.

The footing in the championship arenas, warm-up area and training arenas is the very heart of the competitions. The footing affects the overall soundness and performance of the championship horses and is therefore crucial for the event. The Organizer at Herning2022 has made an agreement to make Fendt the Official Tractor Supplier at Herning2022.

Casper Cassøe, CEO Operations at Herning2022 is very pleased to enter a cooperation with another market leader: “We are very aware of the importance of the footing at the championships. […] Our latest agreement with Fendt gives us the possibility to guarantee an excellent preparation of the footing in competitions arenas as well as warm-up and training areas.”

Sustainability at Herning2022

Establishing sustainable standards is one of the key initiatives of the organizer before, during and after the event in August 2022. The vision is to prove that during the execution of a big sporting event, respecting sustainable goals is not only a challenge, but also an opportunity.

Fendt and sustainability

The sustainable vision of the ECCO FEI World Championships complements the emphasis Fendt puts on sustainability. As a traditional company Fendt takes responsibility for this generation and for those to come. Fendt has been committed to sustainability for years and continuously developing this commitment. Sustainability has been integrated into the corporate strategy step by step in the operations as well as products.

More about Herning2022

The ECCO FEI World Equestrian Championship in Herning will be the largest international equestrian championship in Denmark ever. Denmark will host this World Championship, which consists of four disciplines: Jumping, Dressage, Para-dressage and Vaulting. The event will take place at the MCH Exhibition Center Herning from 6 to 14 August 2022. About 800 athletes from more than 70 nations will participate.

Additional assets available online: Photos (1)

https://news.agcocorp.com/2022-01-28-Fendt-is-the-Official-Tractor-Supplier-at-Herning2022