

Application technology: Fendt concentrates on self-propelled field sprayers



Marktobersdorf, 25.02.2022. In the future, the agricultural machinery manufacturer AGCO/Fendt will concentrate on self-propelled machines in the application technology product range. In the second quarter 2022, production of the Fendt Rogator 300 trailed field sprayer will be discontinued.

Currently, Fendt offers three different series for application technology: the trailed sprayer Fendt Rogator 300 as well as the self-propelled machines Fendt Rogator 600 and in selected markets the Fendt Rogator 900.

As part of the AGCO Corporation realignment with the new Farmer First strategy, the Fendt brand will focus even more strongly on the requirements of professional farmers in all regions in the future. In the course of this, both changing market and customer requirements as well as political framework conditions were examined and rebalanced in a portfolio strategy. Especially the European markets with an upcoming new EU regulation on the application of plant protection products must be taken into account.

"In order to always be able to offer our customers the perfect solution for their requirements in the future, we have decided to discontinue the production of the Fendt Rogator 300 in the second quarter 2022," says Christoph Gröbblinghoff, Chairman of the AGCO/Fendt Management Board. "In the future, we will focus on the area of self-propelled machines in order to develop this further - for efficient and at the same time more sustainable crop protection."

Of course, all machines on the market and still to be delivered will be serviced in the usual Fendt standard. Service and spare parts availability will continue to be guaranteed for all customers via the Fendt sales partners.

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