

AGCO's Fendt Rogator® 900 Series Applicator Wins 2022 Davidson Prize



The Fendt Rogator 900 Series Applicator won the 2022 Davidson Prize for agricultural engineering excellence. The award caps off an impressive introduction of the Rogator, which also includes an AE50 Award, CropLife IRON Product of the Year, NAMA...

Self-propelled applicator wins prestigious prize with revolutionary format, year-round capabilities, and ROI delivery for farmers and retail operators.

March 10, 2022

DULUTH, GA | [AGCO Corporation](#) (NYSE: AGCO), a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology, today announced that its [Fendt Rogator® 900 Series Applicator](#) has been awarded the prestigious Davidson Prize for agricultural engineering excellence.

The Davidson Prize is awarded by the American Society of Agricultural and Biological Engineers (ASABE) and the Association of Equipment Manufacturers (AEM) to their three top-scoring AE50 winners that represents the best of each year's new products. The Fendt Rogator, along with seven other AGCO products, was [awarded an AE50](#)

[award in November 2021.](#)

“Fendt is sincerely honored and very proud of this award,” said Greg Pumo, marketing director, application equipment, Fendt® North America. “The Fendt Rogator exemplifies the qualities recognized by the Davidson Prize - breakthrough innovations and engineering excellence that benefit our farmers and retail operators. Fendt’s design teams relied on tremendous voice-of-customer input and AGCO’s historic application experience to produce a revolutionary solution that provides year-round capabilities without compromises and ROI for a value that’s very unique in the industry.”

The Fendt Rogator 900 Series is a self-propelled, rear-mounted boom applicator with one-button adjustable height and the ability to transform between liquid, dry pneumatic, and dry spinner delivery systems in as little as two hours. Such capabilities allow this single solution to provide year-round application of dry or liquid crop nutrients, crop protection products, and cover crop seeds. The Rogator’s flexibility allows it to serve the functions of multiple traditional applicators, provides for greater control of application timing, and optimizes equipment investment and ROI.

2022 is the second straight year AGCO products have won the esteemed Davidson Prize. In 2021, the company’s [9350 DynaFlex® draper header with AutoDock™](#) header docking system [took the honor](#).

More information regarding the Fendt Rogator 900 Series Applicator may be found at fendt.com/us/sprayers/fendt-rogorator-900. The Fendt Rogator is on display March 10-12 at Commodity Classic in New Orleans, Louisiana, and at Fendt dealerships nationwide.

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Fendt, Rogator, and DynaFlex are registered trademarks of AGCO. AutoDock is a trademark of AGCO.

About AGCO

AGCO (NYSE:AGCO) is a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology. AGCO delivers customer value through its differentiated brand portfolio including core brands like Challenger®, Fendt®, GSI®, Massey Ferguson® and Valtra®. Powered by Fuse® smart farming solutions, AGCO’s full line of equipment and services help farmers sustainably feed our world. Founded in 1990 and headquartered in Duluth, Georgia, USA, AGCO had net sales of \$11.1 billion in 2021. For more information, visit www.AGCOCorp.com. For company news, information and events, please follow us on Twitter: @AGCOCorp. For financial news on Twitter, please follow the hashtag #AGCOIR.

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