

Fendt continues to lead the DLG ImageBarometer 2022/2023

Every year, German farmers rate the awareness and brand strength of companies in the agricultural sector for seven different areas as part of the DLG ImageBarometer. Fendt maintains its first place in the independent DLG ImageBarometer in 2022/2023.

A total of 668 people took part in the November 2022 survey. With a brand index of 53 points, Fendt took first place in the survey in the agricultural machinery sector. "Fendt remains the strongest brand in this sector in 2022/23", DLG writes of this result. Across all sectors, Fendt is also the only agricultural machinery manufacturer to rank among Germany's five best-known brands, with a score of 53 points.

Respondents rate the aspects of brand knowledge (awareness), loyalty (current and future use), brand performance (satisfaction and preference), and general brand image. Fendt also scores well in the breakdown by region. In its home region of the South, Fendt scored 55 points, while in the West and North regions it scored 53 points each.

Christoph Gröblichhoff (Chairman of the Fendt Management Board)

"The last DLG ImageBarometer was conducted before Russia's war of aggression on Ukraine began. Since then, the costs of energy and resources have risen sharply. Naturally, this is also clearly felt by farmers," says Christoph Gröblichhoff, Chairman of the Fendt Management Board. "We are all the more pleased that farmers have placed their trust in us and have again rated the Fendt brand very positively. This is not something we take for granted, but rather conscientious and consistent work every day. We want to supply customers with machines and solutions so that they can run their business economically successfully and sustainably in the long term."

About the DLG survey

Since the mid-1990s, the DLG has been asking farmers about the image of various brands in seven areas in a telephone survey. These include manufacturers of "agricultural technology," "animal husbandry technology," "animal feed," "agricultural chemicals, crop protection and seed," but also "banks and insurance companies" or "trade and service providers" as well as "renewable energies." Respondents can award a maximum of 25 points per category, so the maximum score in the evaluation is 100 points in total. Since 2021, the survey has been conducted in November and December to reduce the burden on farmers. Prior to 2021, the survey period was in August and thus in the middle of the harvest season.

The average age of respondents in this survey was 52. On average, participants had a master's degree or a graduate degree and farmed 354 hectares of conventional agricultural land. 35 percent of the participants managed a pure arable farm.

Additional assets available online: [Photos \(3\)](#)

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