MF 9S Series wins prestigious Red Dot Design Award

Massey Ferguson, a worldwide brand of AGCO (NYSE:AGCO) is delighted to receive a Red Dot Award: Product Design 2024 for its flagship MF 9S Series tractors. The international jury only awards this sought-after seal of quality to products that feature an outstanding design.

“We are honoured the MF 9S has been chosen for this special award,” says Thierry Lhotte, Vice President & Managing Director Massey Ferguson, Europe & Middle East. “This confirms our commitment to developing pioneering designs to help our customers enhance their productivity, which the distinguished jury has recognised with the Red Dot Award.

“Developed for farmers by farmers, after seven years of intensive customer consultations and testing, Massey Ferguson first introduced this radical, yet practical design on the MF 8S Series, which received a Red Dot Design Award in 2021. Now, the MF 9S Series builds on the design’s success of the Protect-U and cab, delivering outstanding performance, reliability and an enhanced user experience, along with innovative technology specifically tailored to meet farmers’ different needs,” adds

Mr Lhotte.

Distinctive design

Six models in the MF 9S Series offer powers from 285hp to 425hp feature Massey Ferguson’s distinctive Protect-U engine and cab installation, which delivers unrivalled visibility and comfort. Key to its success is its distinctive design’s unique 18cm gap that isolates the encapsulated engine from the cab.

All MF 9S tractors are equipped with Massey Ferguson's renowned Dyna-VT continuously variable transmission, which offers new power management to deliver additional torque and horsepower.

Equipped to a superb specification, the MF 9S Series combines ultimate comfort and productivity with optimum connectivity from MF Guide and MF Connect, fitted as standard.

The MF 9S also introduces additional efficiency enhancing options, including MF AutoTurn, AutoHeadland, TIM – Tractor Implement Management and a Central Tyre Inflation System (CTIS). The MF By You customisation centre also offers a wide choice of factory-fitted equipment for the MF 9S Series. This special service enables tractor owners to increase productivity and comfort, boost performance and operations.

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 Fendt®, GSI®, Massey Ferguson®, Precision Planting® and Valtra®. Powered by Fuse® smart farming solutions, AGCO’s full line of equipment and services helps farmers sustainably feed our world. Founded in 1990 and headquartered in Duluth, Georgia, USA, AGCO had net sales of approximately $14.4 billion in 2023. For more information, visit www.AGCOcorp.com. For company news, information, and events, please follow us on X: @AGCOCorp. For financial news on X, please follow the hashtag #AGCOIR.