Massey Ferguson 5M Series tractors win respected Red Dot Award: Product Design 2025

April 16, 2025 -- Massey Ferguson, a worldwide brand of AGCO (NYSE:AGCO), is delighted to announce its MF 5M Series has received the prestigious Red Dot Award: Product Design 2025.

The award is judged by an international jury of 43 professionals from across 21 countries, with the new MF 5M chosen for its exceptionally high design quality.

“We are grateful to the jury of experts for this valuable award, testifying the innovative, top-class design of one of the most sold MF series in the world,” says Jérôme Aubrion, Director Marketing Massey Ferguson, Europe & Middle East.

“To emerge victorious from such a prestigious award is testimony to the MF 5M and an achievement in terms of aesthetic appeal and functionality,” he continues.

“This is the proof that the MF 5M combines the latest developments in product design, with straightforward and accessible features for ensuring performance and efficiency to all type of farmers, with the best value for money,” he concludes.

The affordable all-rounder

MF 5M tractors feature the latest smart Massey Ferguson family design, now familiar on the higher specification S-Series models. The brand's styling characteristics features a diamond grey cab and the emblematic sabre line with the new model logo design on the side of the bonnet, fronted by a black, ribbed grille.

The six models in the range are powered by the latest AGCO Power four-cylinder engines, that meet the strictest Stage V emissions regulations, with the award-winning ‘All-in-One’ emissions system. Located neatly beneath the cab, with the exhaust in-line with the front, right-hand cab post, this provides superb, all-round visibility.

All tractors in the MF 5M Series come equipped with the highly efficient Dyna-4 transmission, that provides clutch-free control of 16 forward and 16 reverse speeds, with a 40km/h Eco top speed.

An open-centre, 58 litre/min hydraulic system is fitted as standard to the MF 5M Series, while a 100 litre/min system is an option.

Additionally, the MF 5M Series is particularly efficient for tasks requiring a front loader. Fully compatible with a wide offering of factory-fitted loaders, it provides excellent manoeuvrability thanks to the 4.65m turning radius and the choice of mechanical or electrical joysticks. Finally, the optional Visio Roof allows perfect visibility and safer handling operations.

Connected for Smart Farming

For optimum control, precision and comfort, all MF 5M tractors can come equipped with full MF Guide, including the Fieldstar 5 terminal or as MF Guide ready.

MF Guide provides fully automatic steering and is offered with Trimble®, or a choice of other receivers that provide a range of positioning accuracies. This will prove especially helpful for vegetable growers.

Massey Ferguson Fieldstar 5 operator interface provides access to MF’s Smart Farming options for automation and improved efficiency. Along with ISOBUS, these include:

- MF Section Control to automatically switch up to 96 different sections on/off
- MF Rate Control to automatically vary application rates
- MF Connect telemetry provides near real time data transfer.

Spacious, comfortable cab

The MF 5M Series is equipped with a spacious cab that delivers the right level of comfort and visibility.

The roomy, 1.3m wide operator environment has a completely flat floor and car-style pedals. A large glass area and compact ‘All-in-One’ SCR system, tucked under the cab, maintains unrivalled visibility.

Comfort is further improved thanks to the cab suspension system, an option on all models, which delivers high shock absorption.

The MF 5M Series benefits from the entire MF Services portfolio: not only tailored financing solutions, proactive

aftersales service and genuine parts to always operate at peak performance and control costs; but also MF By You factory-fitted personalisation options, MF Always Running courtesy fleet to keep farming operations running smoothly in every case and MF Care extended warranty.

About AGCO

AGCO (NYSE: AGCO) is a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology. AGCO delivers value to farmers and OEM customers through its differentiated brand portfolio, including leading brands Fendt®, Massey Ferguson®, PTx and Valtra®. AGCO's full line of equipment, smart farming solutions and services helps farmers sustainably feed our world. Founded in 1990 and headquartered in Duluth, Georgia, USA, AGCO had net sales of approximately $11.7 billion in 2024. For more information, visit www.agcocorp.com.

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