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AGCO Sweeps Agri Marketing Magazine's 2013 New Product and Product of the Year Awards

DULUTH, Ga. (Dec. 16, 2013) — The RG700 self-propelled sprayer and Gleaner Super Series combines, both products manufactured and marketed by [AGCO](#), Your Agriculture Company (NYSE:AGCO), have been chosen as Agri Marketing magazine's 2013 New Product of the Year and 2013 Product of the Year, respectively. AGCO is the first company in the 15-year history of the [Agri Marketing](#) product awards to take home both honors in a given year.

"Our panel of independent agriculture industry professionals chose these two innovative machines based on the value they provide to today's farmers and the unique marketing approaches that have helped contribute to their success in our industry," says Lynn Henderson, publisher of Agri Marketing. "The RG700 and Gleaner Super Series join a distinguished group of winners, all of which contribute to making growers more successful in producing feed, food and fiber for a growing world population."

Agri Marketing's 2013 New Product of the Year, the RG700 self-propelled sprayer, debuted this fall, proving the axiom that good things can come in small packages. The RG700 is a compact, 700-gallon tank machine that brings growers the benefits found in larger, professional-grade RoGator[®] sprayers.

The Tier 4 interim-compliant RG700 has an industry-leading AWD Smart Drive System[™], even weight distribution and Parallel C-channel flex frame, providing consistent field speed without shifting, plus excellent traction with all four wheels remaining in constant contact with the ground. The result is a smooth ride and more precise product application, even under varying field conditions. Other key benefits include a powerful, yet fuel-efficient high-torque engine, adjustable track widths, and outstanding cab comfort and safety.

The Gleaner Super Series combine, Agri Marketing's 2013 Product of the Year, was first introduced in 2010 with the S7 Super Series transverse rotary combine. Built to solve the challenges of greater yields, more residue, more acres and rising fuel costs, the S7 Super Series represented a large leap forward in harvesting capacity and efficiency, while reinforcing Gleaner's reputation for durability, simplicity, low grain loss and very clean grain sample.

The new S8 Super Series, introduced in August 2013, takes harvesting technology even further — and includes the world's first Class 8 transverse rotary combine. Built on the Optimum Harvesting Performance platform, the S8 Super Series is designed for ultimate efficiency and reduced parasitics. This drives horsepower to the rotor to process and thresh the crop, so growers can get more done while burning less fuel. The S8 Series features the lightest Class 6 through 8 combines on the market, and provides growers with unmatched grain quality and great throughput.

"We are incredibly honored that these products have been recognized for their innovation and value to agricultural producers," says Bob Crain, senior vice president and general manager for AGCO North America. "In 2007, AGCO began an era of significant investment in new-product research and development, driven by listening to the needs of our customers in the United States and Canada. The innovations these products deliver are a result of that investment, plus a lot of hard work. We're proud these products provide producers with the solutions they need."

Full details about the products and the marketing case studies behind them are available in the [November/December issue of Agri Marketing magazine](#). For more information on the RG700, visit www.applylikeapro.com/RG700. For more information about Gleaner combines or to find a dealer near you, visit www.GleanerCombines.com.

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MEDIA CONTACTS:

Lindsey Pettyjohn, AGCO | 770-232-8434 | Lindsey.Pettyjohn@AGCOcorp.com

Dee Weeda, broadhead | 641-344-0757 | dweeda@broadheadco.com

Randy Myers, Osborn Barr | 314-746-1929 | Randy.Myers@osbornbarr.com

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ABOUT AGCO

AGCO, Your Agriculture Company (NYSE:AGCO), is a global leader focused on the design, manufacture and distribution of agricultural machinery. AGCO supports more productive farming through a full line of tractors, combines, hay tools, sprayers, forage equipment, tillage implements, grain storage and protein production systems, as well as related replacement parts. AGCO products are sold through five core machinery brands, Challenger[®], Fendt[®], Massey Ferguson[®], Valtra[®] and GSI[®], and are distributed globally through 3,150 independent dealers and distributors in more than 140 countries worldwide. Retail financing is available through AGCO Finance for qualified purchasers. Founded in 1990, AGCO is headquartered in Duluth, Ga., USA. In 2012, AGCO had net sales of \$10.0 billion. <http://www.agcocorp.com/>

AGCO

4205 River Green Parkway, Duluth, GA 30096-2563 USA

Telephone: 770-813-9200 www.AGCOnews.com