

Nov 25, 2013, 7:00:00 PM

AGCO Announces New AgCommand Integration with Raven Slingshot

DULUTH, Ga. (Nov. 26, 2013) — [AGCO](#), Your Agriculture Company (NYSE:AGCO), announced today a new AgCommand integration with the Raven Industries' [Slingshot](#) system connected to its [Fuse™ Technologies](#) initiative. The ability to integrate AgCommand and Slingshot will provide growers with a more seamless experience by enabling their fleet and data management tools to sync together via the AgCommand website.

AgCommand is AGCO's telematics and asset management tool that offers complete fleet management with machine performance reports, wireless communication, theft recovery and a Web-based application for easy access to data. Slingshot combines mobile wireless connectivity with online tools and precision ag hardware. The benefits of the AgCommand and Slingshot software now communicating through a unique API, or application programming interface, will ensure rate and location information will be visible to the grower in the AgCommand user interface.

"The ability to integrate AgCommand with Raven Slingshot is the result of Fuse Technologies, AGCO's global initiative to provide farmers with seamless integration and connectivity across their operations," says Matt Rushing, Vice President, Product Management, Global ATS and EFG. "Fuse enables farmers to integrate their AGCO equipment and precision agriculture technology with offerings from service providers including Raven, also a key provider of Viper Pro™ application control systems."

"We've had a great relationship with AGCO for many years, and this API implementation is another example of our two companies working together to help farmers make better use of their data and fleet management tools, ultimately increasing efficiencies and helping them to make important decisions in their operations year over year," says Matt Burkhardt, Vice President and General Manager for Raven Industries Applied Technology Division.

In addition to implementing the Slingshot API, application equipment such as the industry-leading RoGator® and TerraGator® can now be ordered Slingshot ready, making it even simpler for growers to achieve a connected cab in the field and a user-friendly way to manage their operation logistics with AgCommand.

For more information about Fuse Technologies and AGCO's new connected strategy, visit www.agcotechologies.com. Visit www.ravenslingshot.com/store to purchase a one-time unlock for access to the Slingshot API and AgCommand via a Slingshot Field Hub.

###

MEDIA CONTACTS:

Whitney West, AGCO | 770-813-6049 | Whitney.West@agcocorp.com

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

Fuse Technologies, AgCommand and AgControl are trademarks of AGCO. RoGator and TerraGator are registered trademarks of AGCO. Slingshot is a registered trademark of Raven Industries, Inc.

About Raven Industries, Inc.

Since 1956, Raven Industries has designed and manufactured high-quality, high-value technical products. Raven is publicly traded on NASDAQ (RAVN) and has earned an international reputation for innovation, product quality, high performance and unmatched service. Raven's purpose is to solve great challenges in areas of safety, feeding the world, energy independence and resource preservation. To realize this purpose, we utilize our strengths in engineering, manufacturing and technological innovation to serve the precision agriculture, high-performance specialty films, aerospace and electronic manufacturing services markets. Visit www.RavenInd.com for more information.

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 AGCOnews.com