

## Three Businesses Diversify by Joining Massey Ferguson Dealer Network

### Dealer Adds Service Truck for On-Site Calls as Part of Customer Service Strategy

#### For Immediate Release

DULUTH, Ga. (Dec. 14, 2017) - Three businesses recently became dealers for [Massey Ferguson®](#), a global brand of [AGCO Corporation](#) (NYSE:AGCO), and will be marketing compact and utility equipment (CUE). Diversifying for business growth and the Massey Ferguson brand reputation were two of the reasons these organizations joined the dealer network.

Chris Wooldridge, general manager at [Tom Wood Outdoor Equipment](#) in Martinsville, Ind., says the parent company, Tom Wood Automotive Group, made the move into power sports and agricultural equipment in 2014, seeking business opportunities with greater growth potential. The business continued to diversify by adding Massey Ferguson brand compact and utility tractors and Hesston by Massey Ferguson® hay equipment, which were a natural fit. "We wanted to offer a small tractor with enough horsepower that we could call on municipalities and provide hay equipment for farmers in the area," says Wooldridge. "Massey Ferguson fit the bill. Besides, I grew up baling hay with a Massey Ferguson, so they're near and dear to my heart."

#### In-field service truck and service department added

Wooldridge knew that successfully growing the business would include offering superior service. To accomplish that meant not only building a service department but also adding a field service truck that could make on-site service calls. "I really want to be able to stand behind our products and ensure our customers have the best experience with our products and service," says Wooldridge. "If we can offer on-site repairs for a tractor or baler, that customer is likely going remember us when purchasing a lawn mower."

Wooldridge stands behind the new line of Massey Ferguson compact and utility products as he was the first customer at the dealership to purchase one. It was a Massey Ferguson Model 1742, a 41.6-HP compact utility tractor.

#### Diversification important to success

The name recognition and dependability of Massey Ferguson equipment plus the desire to diversify with a second line of tractors also prompted Bo Welborn, owner of [Dixie Tractor Sales & Service](#) to add Massey Ferguson compact and utility equipment to his lineup midsummer of 2017. Currently, he sells Massey Ferguson tractors up to 130 HP. He also sells Massey Ferguson parts and will service Massey Ferguson tractors in his Jones County, Miss., dealership.

Farming and oil are two big industries in the county, according to Welborn. While both are in a downturn right now, this businessman believes adding the Massey Ferguson products will help him better compete and meet demand for equipment when the industries rebound. "There's a need for this category of equipment in the area, and we'll be there to sell it when people are ready to buy," he says.

#### Brand reputation

"As soon as people heard we were going to sell Massey Ferguson, we received quite a few inquiries on prices and the equipment," says Welborn. "During the first few weeks with Massey Ferguson tractors, we were definitely satisfied with the number of people coming in and looking at them." The first Massey Ferguson purchase made at the dealership was on August 1, and it was a Massey Ferguson GC1705 subcompact 22.5-HP tractor with a loader and backhoe.

#### Past performance and popularity of Massey Ferguson huge attraction

In the case of [Agritibi-RH](#) of Ferme Neuve, Quebec, Canada, it was success with Massey Ferguson at locations in Gatineau, Quebec, and Avellan, Quebec, that convinced Daniel Rivard, president, to add Massey Ferguson compact and utility equipment at a third location.

"We've had success with Massey Ferguson in the past, and this was a good opportunity to sell the line at another location," says Rivard. "We've received very positive comments from customers in the area about the addition." With 90 percent of the customer base being dairymen, Rivard notes the Massey Ferguson compact and utility equipment includes tractors up to 130 HP that are small but versatile and a good, reliable fit to help dairymen get the work done on the farm.

Rivard has been selling Massey Ferguson equipment for 15 years, and this tenure is a testament to the quality and performance of the tractors and service after the sale. He adds the support and helpfulness from AGCO training, sales and service departments, both before and after the sale, provides him with tremendous confidence when selling the product line to customers.

"Massey Ferguson's brand equity and the high quality of our tractors from 22.5 to 130 engine HP are two of the biggest attractions for businesses who want to expand or diversify their current offering of lawn and garden or utility vehicles to attract more customers," says Anthony Burkes, director, distribution development and strategy at AGCO.

New dealers benefit from Massey Ferguson's comprehensive and competitively priced product lineup, along with AGCO's strong offering of dealer support tools, including parts sales; product service; sales and marketing materials; assistance with inventory management and ordering; distribution management; dealer systems support; staff training; and financing through AGCO Finance. Onboarding takes as little as 30 to 90 days, depending on the dealership's preference. Each of these new dealerships also receives ongoing, on-site support from a business development specialist, a new role created within AGCO specifically to support new compact and utility equipment dealers.

To learn more about dealership opportunities with Massey Ferguson or to find a dealership near you, visit [masseyferguson.us](http://masseyferguson.us).

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(Caption) Business owners searching for ways to diversify and grow their businesses are joining the Massey Ferguson dealer network. Brand reputation, product quality and a strong dealer support program are a few of the reasons they become dealers offering sales, parts, service and support for Massey Ferguson compact and utility equipment.

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