Fendt 700 Gen 6 tractors feature a completely redesigned, streamlined and highly efficient work environment. The tractors are popular among livestock producers for their versatility, comfort and easy operation for loader work, haymaking, hauling and towing. The new models are also ideal for row crop work.

AGCO Debuts the FendtONE Operator Interface

Next Generation of Popular Fendt 700 Series Tractors Introduced
August 25, 2020

DULUTH, Ga. - AGCO Corporation, a worldwide manufacturer and distributor of agricultural equipment, debuts the FendtONE™ operator's interface to North American growers with the introduction of the Fendt® 700 Gen6 Series premium high-horsepower tractors. The innovative FendtONE interface is a complete redesign of the operator station, providing a streamlined and highly efficient work environment.

The FendtONE operator station features up to three large, easy-to-read display screens. Drivers can each customize the tractor's operation to their own preferences. There are now more customizable control buttons, which are conveniently located on the ergonomically engineered right-hand armrest and multifunction joystick. The interface also offers intuitive operation, like a smartphone or tablet.

"The FendtONE workstation is unlike anything else in the market," says Andrew Sunderman, tactical marketing manager. "It will make long days in the cab far less stressful. And that can reduce errors and improve the accuracy and effectiveness of every job – all of which can have a measurable impact on a farming operation's costs and profitability."

New features expand the uses for popular tractors

Fendt 700 Series tractors were first introduced to North American producers in 1998. Since then, the tractors have been popular among livestock producers for their versatility, comfort and easy operation. They're ideal for loader work, haymaking, hauling and towing. The newly introduced Fendt 700 Gen6 Series tractors, now adjustable to both narrow and wide row spacings and available with a variety of row crop tire options, will fit well in row crop operations. The addition of live, third-function loader capability makes them even more useful around the entire farming operation.

“We are excited to introduce the 700 Gen6 Series tractors to the North American market," Sunderman says. “These machines redefine premium in their class and are a cornerstone among the products available from AGCO’s growing network of Fendt dealers.” This series of highly adaptable, powerful and productive tractors is available in six models with engine horsepower ranging from 144 to 237 (110 to 195 PTO horsepower).
The Fendt 700 Gen6 Series also is available with the Fendt 5X Series Cargo Loader that provides live, third-function loader operation to make easy work of feeding livestock and other tasks around the farm. The Fendt Cargo loader directly integrates into the tractor and allows customers to get the absolute most out of their Fendt tractor.

**FendtONE allows operators to make the tractor their own**

The nearly limitless customization using the intuitive touch-screen operation and wide-ranging technology of the FendtONE system allows operators to fit these Fendt 700 tractors to their individual preferences.

Bright, easy-to-read LED touchscreen displays are at the heart of the FendtONE system. Operators will appreciate a 12-inch primary display located prominently on the armrest, the optional 12-inch pull-down display recessed into the roof liner and the new 10-inch “digital dashboard” mounted to the steering column. The 12-inch displays are linked and synchronized, providing data in unison and the ability to view up to 12 user-selected panels of information across the two displays.

Navigation is as easy and intuitive as using a smartphone or tablet, thanks to a two-level menu that eliminates time wasted drilling down through multiple menus or screens.

Tractor, hitch and implement controls are now centrally located on the armrest – either on the new multi-function joystick or integrated into the armrest itself. There’s no need for operators to divert their attention while driving or performing a critical task to stretch for a knob on the corner post or twist around to access a hydraulic lever on a side console.

Push-button controls are color-matched to various functions, which appear on the tractor’s display using the same color-coding. Operators quickly learn to associate the colors with specific tasks and functions, so they perform jobs more efficiently, more accurately and with less chance for error. And, for the first time, there are 11 “assignable” buttons that can be programmed to control tractor or implement functions based on the operator’s preferences. All buttons and controls will be lit by colored LED lights that match the function the button controls. Green LED lighting indicates the button’s function is on. Unassigned buttons will neither be lit nor have an icon.

The FendtONE system is activated through the launch pad, which functions like the home button on a smartphone, giving the operator quick access to digital displays for all machine functions including guidance, hydraulics, service/diagnostics and more. The launch pad also includes controls for the air conditioning, the in-cab entertainment and communication system, as well as the side mirror adjustments. The entertainment system offers two choices in speaker systems, eight strategically placed microphones and connections for external audio sources.

**Profi and ProfiPlus deliver smart farming technologies**

The Fendt 700 Gen6 Series offers two options for precision farming and connectivity: Profi and ProfiPlus. Profi models are available with Fendt Connect, a telemetry package with three-year subscription standard. Fendt Connect links the machine to a home office, smartphone or tablet via a mobile network. It provides location, machine and other valuable operating information helpful to fleet equipment managers.

The ProfiPlus level includes the Fendt Connect package, plus the guidance-ready Fendt Guide package with the choice of either Trimble® (AG-382) or NovAtel® (SMART7) receivers. In addition, ProfiPlus models come with Fendt TaskDoc®, which automates crop production documentation. The ProfiPlus level paves the way for other productive options, such as variable-rate control for up to five products and section control of up to 36 sections.

**Innovative Fendt features trim operating costs**

All 700 Series Gen 6 models are equipped with the proven Fendt Vario™ continuously variable transmission (CVT), the original stepless transmission pioneered and introduced by Fendt in 1995. The Vario transmission delivers smooth, precise speed control from 65 ft./hr. (20 m/hr.) to 31 mph (50 kph), allowing an operator to precisely match speed required to the task at hand, whether it’s the creeper speed required for digging potatoes or the high speed needed for towing slurry or silage wagons.

Each Fendt 700 Gen 6 Series tractor is powered by a DEUTZ® 6.06L, 6-cylinder, Tier 4-compliant diesel engine. Turbocharged and intercooled, this proven, reliable, four-valve high-torque power plant has a low-rated engine speed of 2,100 rpm, which improves fuel efficiency, reduces engine wear and helps minimize repairs. A highly efficient exhaust after-treatment system results in lower DEF consumption, reducing refills and further trimming costs.

A long list of other productive features can be found on the 700 Gen6 Series, including pneumatic cab suspension options for the VisioPlus™ cab, pneumatic braking and heavy-duty front 3-point hitch. A 51-gallon-per-minute hydraulic flow delivers responsive hydraulics and robust hitch-lift capacities. Up to five rear hydraulic remotes, two front remotes and a front 1,000-rpm PTO are able to handle multiple implements and jobs. These features make the 700 Gen6 Series tractors some of the most versatile and adaptable in their class.

**Gold Star lowers risks, cost of ownership**

All Fendt tractors come standard with the Gold Star Customer Care Plan, which provides owners three years of full machine
warranty, all scheduled maintenance, plus a loaner guarantee. Gold Star Customer Care allows producers to better manage risk and control costs. Additionally, the program helps maintain Fendt’s strong resale and trade values, further lowering the cost of ownership.

“The 700 Gen6 Series with the FendtONE operator station is an exceptional addition to the lineup of Fendt tractors growers will want to investigate at their nearest dealership,” Sunderman says. “Current Fendt customers will appreciate the updates and new options on the 700 Gen6 tractors. And non-Fendt customers looking to gain an edge in their operation are going to find a machine that can significantly boost operating efficiency and profit.”

To learn more about the Fendt 700 Gen6 Series tractors or to locate the dealer nearest you, visit http://www.fendt.com/us.

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AGCO (NYSE:AGCO) is a global leader in the design, manufacture and distribution of agricultural solutions and delivers high-tech solutions for farmers feeding the world through its full line of equipment and related services. AGCO products are sold through five core brands, Challenger®, Fendt®, GSI®, Massey Ferguson® and Valtra®, supported by Fuse® smart farming solutions. Founded in 1990 and headquartered in Duluth, Georgia, USA, AGCO had net sales of $9 billion in 2019. For more information, visit http://www.AGCOcorp.com. For company news, information and events, please follow us on Twitter: @AGCOCorp. For financial news on Twitter, please follow the hashtag #AGCOIR.

Contact
Bob Blakely
AGCO Corporation
770-232-8018
Bob.Blakely@agcocorp.com

Dee Weeda
Dee Weeda Communications
641-344-0757
de@deeweedadcomm.com