



## **Massey Ferguson™s MF 8S Launch Wins “Best Use of Digital Technology” Gold Medal Award at the Best Event Award 2020 (BEA)**

December 17, 2020

**DULUTH, GA** - Massey Ferguson, a worldwide brand of AGCO (NYSE:AGCO), is proud to announce that its MF 8S “Landing on Earth” digital event won the Gold Medal Award in the category “Best Use of Digital Technology” and the Silver Medal Award as “Best B2B Digital/Hybrid Event” at the Beaworld Best Event Award 2020.

Due to the challenges of COVID-19, Massey Ferguson and NEXT Group partnered together for the company’s first all-digital launch in July 2020 to promote the new MF 8S tractor series. The event, which streamed live from Massey Ferguson’s Beauvais, France facility, was watched by 65,000 participants from 170 countries around the world.

“We feel so proud to win this award with NEXT Group, as this is a really well-deserved recognition for the innovative ways Massey Ferguson engages its business partners and customers,” said Thierry Lhotte, VP & Managing Director of Massey Ferguson for EME. “This is also a demonstration that commitment, dedication and team spirit lead to success during challenging times.”

“We feel so honored for this award,” said Marco Jannarelli, president of NEXT Group. “This is the result of strong teamwork partnering with a strong brand like Massey Ferguson.”

The launch of the MF 8S Series heralds a completely new era for Massey Ferguson, introducing an enhanced user experience encompassing the benefits of connectivity and smart farming technologies.

### **About AGCO**

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 [www.AGCOCorp.com](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.

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