



The AGCO Theater is the centerpiece of the virtual showroom's new functionality and will host both live and recorded events, such as product announcements, press conferences, training sessions and dealer meetings. Users will also find collections of product videos and training materials that can be browsed and viewed at their convenience.

AGCO Rolls Out New and Engaging Functionality to Its North American Virtual Product Showroom

Updates include the AGCO Theater, which will host live and recorded events and product video collections.

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DULUTH, GA,— [AGCO Corporation](https://www.agco.com) (NYSE: AGCO), a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology, today rolled out updates to its virtual product showroom for North American customers at [AGCOvirtualshowroom.com](https://www.agcovirtualshowroom.com). The new functionality will facilitate greater engagement and learning opportunities for customers, dealers, and media throughout the year.

Since its launch in 2020, the virtual showroom has provided visitors the ability to explore AGCO's wide brand offerings via product videos, 360-degree views of equipment, brochures, and specification sheets. The centerpiece of the showroom's new capabilities is the AGCO Theater, which simulates in-person events in an online format, including product launches and announcements, press conferences, training and educational events and dealer meetings. Other updates include new brand galleries, the ability to explore manufacturing facilities, and highlights of product news and awards.

"We've been very pleased with the virtual showroom's usage since it launched last year," said Aaron Belanger, AGCO's farm show manager. "Customers have found it a particularly convenient way to learn about AGCO products and services when many public events were cancelled. The AGCO Theater will enhance the user experience with public and private events that will be hosted in both live and recorded formats. We're excited about these new capabilities and the increased engagement they'll bring AGCO and our dealers."

The virtual showroom includes extensive galleries of the company's well-known brands, including Massey Ferguson®, Fendt®, Challenger®, Gleaner®, RoGator® / TerraGator®, GSI® and more. To experience AGCO's virtual showroom today, go to [AGCOvirtualshowroom.com](https://www.agcovirtualshowroom.com).

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About AGCO

AGCO (NYSE:AGCO) is a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology. AGCO delivers customer value through its differentiated brand portfolio including core brands like Challenger[®], Fendt[®], GSI[®], Massey Ferguson[®] and Valtra[®]. Powered by Fuse[®] smart farming solutions, AGCO's full line of equipment and services helps farmers sustainably feed our world. Founded in 1990 and headquartered in Duluth, Georgia, USA, AGCO had net sales of \$9.1 billion in 2020. For more information, visit 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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