

IL LANDINISIA

22



ARGO TRACTORS
Strengthens
its distribution
network

**THE NEW 5
SERIES**
The versatile
utility

REX4
The Electra
version
is awarded

Landini
Passion for Innovation.

IL LANDINISTA

22

COVER IMAGE. Landini 5-085 in Blue Icon version.

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A FUTURE OF INNOVATIVE TECHNOLOGIES

The global scene is not very different from that of last year, but this also means that Landini's growth is proceeding at a steady pace. The investments in new products and services, in a more attentive communication which is closer to the Landinisti - as well as the continuous listening to those who still do not fully know the glorious and historic brand of Fabbrico - confirm the ability to better interpret the needs of today's market and guide us towards a future of technologies which are capable of facilitating agriculture while respecting man and the environment.

This is demonstrated by the innovation represented by **Rex4 Electra, Evolving Hybrid** which has already won an award at EIMA Digital and will be present at the next EIMA International fair in October.

But in this issue of Il Landinista we also give space to two realities that, together with tractors, are the foundations of our brand: the **Spare Parts Service** and the **After-Sales Service** with updates and developments in the digital field, being capable of projecting Landini's great tradition into the future. There are also **direct testimonies from Landinisti**, the real driver of our development. It is also important to tell what is happening in the world, always from the point of view of a Landini tractor, also publishing the **news from our branches** in Spain, France, South Africa, Brazil, as well as from the **new branch** in Turkey.

Hoping that our sector will come together again, we invite everyone to the Bologna exhibition from 19 to 23 October. This is where we will present Landini's many innovations: in the **utility segment** with the new 4 Series and 5 Series, from the 5-085 model; in the **specialist segment** with the new Mistral2, the Rex3 F and, for the first time, with the Rex4 Stage V in cab and platform versions; for the **high power** segment, with the 225 HP 7 Series with load-bearing chassis and the brand-new 175 HP 7 Series with 6-cylinder load-bearing engine.

It will be an opportunity to meet again, even if with new rules, to talk and share the experiences that unite the Landinisti, in the name of innovation and **passion since 1884!**

Antonio Salvaterra



THE COMPANY



The distribution network plays a fundamental role in the international development of Argo Tractors.

In 2017, the Group from Fabbri (RE) launched an important network strengthening activity, which started with the inauguration of the new Spanish branch headquarters near Valladolid. Since then, activity has continued unabated: at the end of 2018, construction began for the new headquarters of the French branch on the outskirts of Lyon subsequently inaugurated in October 2019, while new progress has been made all around the world. Argo Tractors' goal is to continue along the path of growth and development of its worldwide sales network. This has already taken significant steps in recent years and which will continue in the coming years with the aim of becoming an increasingly important reference point in the field of agricultural mechanisation.

SPAIN.

The new headquarters of Argo Tractors Ibérica.

FRANCE.

The showroom of Argo France.

centre in Europe with 6,000 students, a strategic location for the growth objectives of Argo Tractors' Deutschland & Österreich branch. The foundation stone of the new building was laid in April 2021, with a brief ceremony in the presence of the top management of the industrial group and local German authorities. The ultra-modern centre under construction, intended for marketing tractors of Argo Tractors Group, has a surface area of about 2,600 square metres and will house a showroom, administration offices, a workshop, a sales point, a training centre and an event hall for visitors. Adjacent to the building there will also be a test field where you will have the chance to test the characteristics and performance of the tractors with dynamic demonstrations.

The South African branch **Argo Industrial Pty**, which is currently located in Boksburg (in the Johannesburg area), is also working on the construction of new headquarters in the vicinity of South Africa's largest city, with plans to inaugurate the new facility by spring 2022.

ARGO TRACTORS STRENGTHENS

Among the new goals, by the end of 2021 is the completion of the new headquarters of the **German branch Argo GmbH** (currently located in Nuremberg), which will be moved to the industrial park of **Burgoberbach** (Ansbach district), near the agricultural training institutes of Triesdorf, the largest

Argo Tractors has also relaunched its commitment to strengthening its commercial presence on the Portuguese market, by entrusting **Argo Tractors Ibérica** with the distribution of its products in **Portugal**. The Group's Spanish branch will now handle the sale of Landini tractors in Portu-



NEW MANAGERS. From the left: Waldemar Zaremba (Poland), Osvaldo Cordeiro (Portugal) and Javier Rodriguez Buerba (Mexico and Latin America).



ITS DISTRIBUTION NETWORK

gal from its headquarters in Villamarciel (Valladolid). The main goal of this important choice is the strategic strengthening of the presence on the Portuguese market, as well as the guarantee of a more direct and immediate relationship with customers, also through the creation of an ad hoc team with Portuguese personnel. The head of the Sales Division for Portugal is **Osvaldo Cordeiro**. He is a professional with 11 years of experience in the agricultural machinery sector, who has been working in close collaboration with **Landini** for 7 years.

New developments also concern **Turkey** where from September 2020 the branch **Argo Tractors Turkey**, under the leadership of its General Manager **Recep Tasçi**, distributes Landini tractors in Turkey through its own dealer network.

The development in the company's growth path at global level also involves the management of the branches with new appointments, such as that of **Javier Rodriguez Buerba** as new General Manager of the Mexican branch and head of Landini's distribution network in Latin America. Javier takes

the baton from Tiago Bonomo, who has held this role for the last 13 years and who will continue to dedicate himself to the development of the North American market and the Brazilian production plant.

Waldemar Zaremba has been entrusted with the task of managing **Argo Polska Sp. Z o.o w organizacji**, the newly established Polish branch of Argo Tractors.

Zaremba, 45 years old, has an extensive managerial experience in the automotive and agricultural mechanisation world and is called upon to continue the process of strengthening the Italian group on the local market, which has been steadily growing over recent years.

The several projects launched will lead to an increasingly direct and widespread presence of Argo Tractors worldwide, supported by major investments in digitalisation aimed at the dealer network, including the new "Argo 4.0" digital tools, designed to facilitate and maximise the offer of pre and after-sales services to customers and distributors.



SPARE PARTS LOGISTICS: AN INCREASINGLY STRATEGIC ASSET

San Martino in Rio, in the province of Reggio Emilia, is the hub of **Argo Tractors' logistics and spare parts management activity**. The modern and efficient warehouse represents a fundamental strategic asset on which the company has always relied, through the important investments made especially in recent years.

The complex challenge due to the health emergency has made spare parts logistics an even more decisive tool and a truly avant-garde service, thus accelerating the evolutionary process already underway, oriented towards smaller orders and more capillary deliveries to individual end users, farms or repairers. This has led us to optimise the way we respond to requests for remote support and the supply of spare parts, by making them always more timely and professional. The change of pace due to the restrictions and limitations imposed by the lockdown has been apparent, but the organisational and technological evolution of **Argo Tractors' Spare Parts Division** has been on for decades. The first major milestone

dates back to the end of the last century, when Argo Tractors decided to computerise its logistics processes. The strategic decision to centralise all spare parts logistics in San Martino in Rio has imposed a natural transition to a computerised management of all activities, even thanks to the partnership with an external developer.

Today the automation of the spare parts flow has been completed and is perfectly integrated into Argo Tractors' production and assistance processes, with a focus on the satisfaction of farmers and contractors. The digitised receiving, classification and storage process of incoming materials has been put in place with the automated management of stock verification and control procedures. Thus guaranteeing real-time control and swift processing of orders.

Our company is committed to guaranteeing spare parts deliveries to all our European dealers **in less than 24 hours** and a same-day shipping to all our non-European dealers. The combination of know-how and cutting edge solutions for automated warehouse management is the key element that allows Argo Tractors to minimise delivery times and assure in every single moment the constant availability and swift retrieval of any spare part to all our customers.



SAN MARTINO IN RIO.
The state-of-the-art vertical warehouses.



SPARE PARTS DEPARTMENT.

Its Manager
Giorgio Guaitoli.

INSTITUTE OF HIGHER EDUCATION

ITS MAKER. A group of students from the mechatronics course.

Argo Tractors increasingly leans on the strength of young people, as the viewpoint of new generations becomes the confident and concrete outlook on the future. Argo Tractors has made this philosophy a value and a company mission, by consolidating over time a relationship of constant care and close collaboration with the world of education and training.

Hundreds of Italian and European students are hosted every year in Fabbrico (Reggio Emilia) plants, also through close collaborations with the world of education that are growing year after year. Among them, we can remark the strong synergy with the Institute of Higher Education **ITS Maker of Reggio Emilia**, whose course "**Advanced Technician for Mechatronic Systems**" has recently been supplemented with the



we showed them the technological advances in Argo Tractors' production process, product innovations and after-sales services, as well as the professional needs to cope with ongoing changes. The product specialist, the software designer and developer, the machine tool technician and the assembly operator with solid mechatronic knowledge are just a few examples. The more than ten-year long history of collaboration with ITS Maker and the mutual commitment to expand

YOUNG PEOPLE AND TRAINING AT THE CORE OF ARGO TRACTORS' STRATEGY

collaboration to create a new course for "Advanced Technician for the integrated management of industrial processes" which focuses on the concepts of industrial engineering, supply chain, lean production and Industry 4.0.

Argo Tractors' synergy with young people and the world of education is fully expressed in the education and training of young generations. Further evidence comes from the concrete support that the Reggio Emilia-based multinational company is also giving to the **UniMoRe/Reggio Città Universitaria** project aimed at building a new university campus in Reggio Emilia, which will significantly expand and enhance the academic offering of the city.

On the occasion of the recent visit to Fabbrico of the vice-principal of ITS Maker **Giuseppe Boschin** and the contact person of Reggio Emilia headquarters **Federica Iotti**,

its contents and improve the excellent employment results achieved so far, are the basis for the future attempt to create a new course. The latter - managed by ITS Maker in Reggio Emilia - is thoroughly aimed at **training specialised technicians in the field of agricultural mechanisation**.

Education is the basis for developing and honing skills, knowledge and passion for mechatronics, applying them to agricultural mechanisation, thus ensuring that we are at the forefront of production processes and of the design of technologically advanced and environmentally friendly products. Thanks to numerous training initiatives, Argo Tractors is opening up new paths for young people, so that they are ready to face the new dynamics and be trained on the technologies applied to the sector, with the possibility of becoming even future Group collaborators.



STUDENTS VISITING THE BRANCHES

The visits of agricultural school students are not limited to the Italian production plants, but now also involve the well-equipped international branches of Argo Tractors.

One of the most recent was a visit to Argo Tractors Ibérica's headquarters by students from the **Escuela de Capacitación Agraria of Valladolid** with the aim of knowing the history of Landini brand, learning more about the technical aspects of tractors in the training rooms and testing 5 and 6H Series tractors on the circuit.

In May 2021, a visit to Argo France's headquarters in Vaulx-Milieu was also organised by the **BTS TSMA1** high school, with the aim of giving students a first-hand experience of the world of Landini tractors.



REX4 ELECTRA-EVOLVING HYBRID: TECHNICAL INNOVATION AWARD AT EIMA 2020



An unusual format marked the 2020 edition of Eima, which for reasons of force majeure was held for the first time in digital edition under the name of "Eima Digital Preview".

On the occasion of the long-awaited biennial exhibition, at this virtual appointment Landini presented a preview of the new **4 Series** with **Stage V** engine, with a rich explanatory video documentation.



REX4 ELECTRA. The technological innovations introduced by the hybrid system.

But above all, Eima Digital Preview represented for Landini the achievement of a new Technical Innovation award, assigned to the **Electra - Evolving Hybrid** system of Landini Rex4, being also a protagonist at Eima.

Intended for orchards and vineyards, Landini Rex4 has already gained a reputation for its handling prowess and ease of use, combined with astoundingly thrifty running costs to meet the needs of the most demanding customers.

The Rex4 Electra - Hybrid adds to these features an innovative **fully electronic front wheel drive with suspended axle**, sporting two independent electric motors and

associated sensors, electronic controls, generator and battery dedicated to energy recovery under braking and deceleration.

The entire system is controlled by the PMS (Power Management System), which supervises the operation of all devices, including the battery and controls motor and generator via their respective inverters.

Such a modern approach made it possible to create a **hybrid tractor** in which the Diesel engine powers the front electric motors through generator and battery, whilst continuously "talking" with the conventional mechanical rear final drives. The result is basically a parallel hybrid with a system that is independent of the mechanical ratio between the rear and front wheels of the tractor. Of this original project, Argo Tractors has developed both the mechanical part and the electrical components.

For Argo Tractors, the award is a recognition of the great commitment to research and development that allows the brand's tractors to reach the highest levels of technological development.



EDP 2020. The project winning the Technical Innovation Award.



ENOVITIS 2021.
The line-up of
Landini tractors
between the rows.



RETURN TO THE FIELD WITH ENOVITIS 2021



The first appointment in the field after the restrictions caused by the pandemic, at the beginning of July 2021 was **Enovitis in Campo**. This welcomed countless visitors among the vineyards of Mombaruzzo (AT), in the heart of Monferrato. At the centre of the stage - alongside the now consolidated **Rex4** range - there was a great novelty, which attracted the attention of the Technical-Scientific Committee of the **Technology Innovation Award** of Enovitis in Campo, giving it the mention of "**New Technology**".

This is the new **Mistral2** range with **Stage V** engine, the latest innovation from Argo Tractors which marks an important evolution of the compact range, starting with the engine, which switches from the Yanmar Tier 3 to the **Kohler** one with **Stage V** emissions. The two models in the series, Mistral2-055 and 2-060, are equipped with a 1.9-litre, 3-cylinder, turbo after-cooled engine with maximum powers of 49 and 57 HP (ISO) respectively, with maximum torques of 180 and 200 Nm available as early as 1,200 rpm, which classifies the



MONFERRATO. The entrance to Landini exhibition area.

MISTRAL2.
The latest news
presented
at Enovitis.



Mistral2 as Best in Class. Among the reasons for the award, handed over on July 1 during a ceremony at Pico Maccario estate in Piedmont, the location of Enovitis, in addition to the new engine that complies with Stage V emissions standards, are the remote diagnostics tools and the visibility features of the new Mistral2.

Despite the limited space available on board, Argo Tractors has been able to integrate a new engine compliant with the strict Stage V standard into the Mistral2 without compromising visibility from the driver's seat, which is an extremely important aspect when working between rows.

Among the machines exhibited at Enovitis in Campo 2021 there is also the **Landini Rex3 F** range. This has obtained the certificate of interest for organic viticulture from FederBio Servizi, thanks to the solutions adopted, which are highly respectful of the environment and make it the ideal vehicle for organic viticulture.

Finally, the presence of the model **Trekker 4-085 F** with the new **rubber tracks** featuring a width of **400 mm**.

ARGO TRACTORS-IDEAGRI: ISOBUS GREEN IS BORN



ISOBUS GREEN. No cables in the cab.

ISOBus Green is the new solution that makes it possible to connect a tractor to implements that are not prepared for electrification, thus effectively and fully transforming mechanical implements into ISObus implements.

The new ISObus Green technology was created through the collaboration of Argo Tractors with Ideagri network, an Italian consortium set up in 2012 for the dissemination, research and development of technology.

It broadens the possibilities of the ISObus system from open field tractors to vineyard and orchard specialist tractors, thus making the ISObus system accessible even in contexts where the

IDEAGRI NETWORK. The presentation of ISObus Green project.

technology is perceived as difficult and inaccessible.

The possibility of equipping machines with a simple system such as ISObus Green offers companies the advantage of collecting data, monitoring working parameters and providing information to farmers about proper use and predictive maintenance to the benefit of efficiency and productivity.

Furthermore, operating with ISObus Green features, waste is avoided and implements work with the highest degree of efficiency, by significantly reducing the environmental impact of working in vineyards and orchards.

ISObus Green can be operated through the tractor controls without cables in the cab and includes all the functions being useful for specialist tractors, thus allowing users to work in the best conditions.



ACTIA: COLLABORATION FOR REMOTE DIAGNOSTICS AND TELEMATICS

Argo Tractors and Actia, market leader in automotive on-board electronics and diagnostics, have started a collaboration aimed at implementing telematics and remote diagnostics in tractors.

ACTIA.
Control of
the fleet via
the portal.



Through the TGU-R telematic control unit and the web portal "Landini Fleet management", those who manage a fleet of tractors will now be able to access decisive information on the activities and performance of their vehicles, being always available and secure in the cloud, in order to monitor their operating status. This is all achieved thanks to the real-time management of certain key parameters including geolocations, consumptions, levels, temperatures and work sessions.

Accurate analysis of the data collected makes it possible to optimise running costs and increase productivity, while the constant detection of environmental parameters and alarms allows a first level of remote diagnostic assistance to prevent vehicle breakdowns.

Remote diagnostics and telematics also offer a controlled and efficient scheduling of the maintenance plan of the tractor fleet, thus allowing to save on management.



ARGO TRACTORS: A CONTEST REWARDS THE CREATIVITY OF ITS EMPLOYEES

An initiative created to involve Argo Tractors' employees by stimulating and sharing their creativity. "Inventa lo slogan" (Invent the slogan) is a real contest, a competition dedicated to Argo Tractors' employees that will accompany the Eima International exhibition in Bologna from 19 to 23 October 2021.

The contest has involved the formation of as many as 30 mixed teams, made up of colleagues from the various company plants, who have to create a slogan capable of conveying the values represented by the employees who live and



INVENTA LO SLOGAN (INVENT THE SLOGAN). The team contest.

interpret the company every day. The jury, made up of internal members, journalists and advertisers will evaluate the proposals based on the consistency and originality of the project and choose the three best slogans.

The members of the first three teams will receive prestigious company promotional items as a prize but, above all, will have the opportunity to participate in an event dedicated to them, during which they will drive Landini and McCormick tractors!

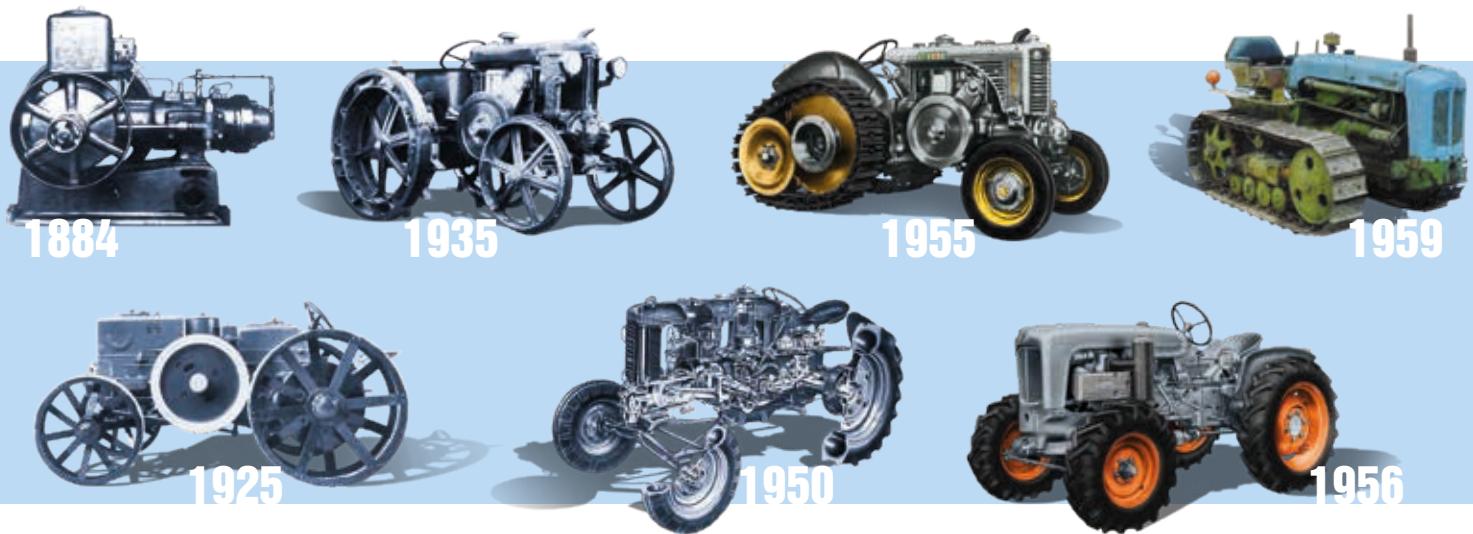
The official "Inventa lo Slogan" award ceremony will take place in Argo Tractors' stand at Eima on Saturday 23 October 2021 at 11 am.

CONTEST. Promotion of the initiative.

LANDINI. PASSION FOR INNOVATION

Since 1884 Landini is Passion for innovation. The current pay-off "Passion for Innovation" encompasses, in fact, both these elements: passion which is derived from a glorious historical heritage and is always aimed at innovation, just as innovative was the first "hot bulb" tractor for its time.

Since 1884, the glorious and historic Italian tractor brand has significantly contributed to the development of agricultural mechanisation and its continuous innovation over the decades. Today, at its Italian production facilities, Landini designs and manufactures a wide range of reliable, efficient



1884. The Landini workshops. Giovanni Landini establishes a factory for the production of winemaking machines in Fabbrico, near Reggio Emilia.

1910. The fixed 12 HP engine. Giovanni Landini builds the first fixed hot bulb engine: a horizontal two-stroke single cylinder.

1915. The 30 HP Locomobile. The fixed engine mounted on a lightweight and easy-to-move undercarriage is used to power pumps and machinery. It's the start of a new era in the field of agriculture.

1925. The 25/30 Prototype. Landini produces its first agricultural tractor, the 25/30 hot-bulb model, which enters into mass-production in 1928.

1932. The 40 HP models. Landini begins regular production of its 40 HP tractors, which are ideal for tilling large surface areas.

1934. The Superlandini. The Superlandini is produced for use on large land reclamation projects throughout Italy.

1935. The Vélite. The production of the Landini Vélite model, designed in six versions for medium-sized farms.

1941. The Bufalo. Production begins of the Landini Bufalo model, with a 35/40 horsepower two-stroke hot-bulb engine.

1950. The L25 and L45 series. Production begins of the 30 HP L25 series and the 50 HP L45 series, each with four forward gears and a reverse gear with differential lock.

1954. The L35. The 35-45 HP L35 semi-diesel is born, equipped with a hydraulic lift and rear PTO.

1955. The L55. The 55-60 HP L55 model is born, available in the A version (4 plus 1 gears) and the B version (6 plus 2 gears): it is the most powerful tractor with a semi-diesel engine ever produced by Landini.

1956. The Landinetta. The official debut of the Landinetta orchard tractor. In 1957, Landini signs an agreement with Perkins Engines Peterborough for the production of British diesel engines in Italy.

1959. The C35. Construction of the first Landini C35 crawler tractor. That same year, Massey Ferguson purchased the entire share capital in Landini.

1973. The 6500-7500-8500. Production begins on the 6500, 7500, and 8500 models with the 12+4 speed gearbox.

TION SINCE 1884.

and high-performance models, which are widely acclaimed all around the world.

In this section we show the most significant milestones of its history: the complete **timeline** can be viewed in **dynamic/animated format** on the site www.landini.it/timeline/.



LANDINI. Its founder
Giovanni Landini.



1997



2005



2015



1973



2000



2010



2020

1977. The Large. The Large series is born, the first tractor in Europe with over 100 HP.

1982. The Orchard range. The first specialist Orchard tractors are produced, and are completed in 1986 with the Vineyard range.

1988. The 60, 70, and 80 series. The 60, 70, and 80 series medium power tractors are renewed with a 24+12 speed gearbox. The Fabbrico plant reaches the milestone of 13,000 units sold.

1997. The new Legend II and Globus ranges. Year of launch of the Legend II range in the Top and Techno versions and of the Globus range produced in San Martino in Rio plant.

1998. The Mistral. Production begins on the Mistral range, which marked Landini's entry into the compact tractor segment.

2000. The renewal of the Tractor Ranges. The renewal of all 50 to 100 HP tractor ranges. Production of the Rex Orchard, Rex Vineyard, Mythos, Ghibli, Atlantis, and Trekker tractor models.

2002. The Vision. Creation of the new Vision tractor series.

2005. The Powermaster. Launch of the Powermaster tractor series.

2008. Tractor of the Year. The Tractor of the Year jury awards the Landini Rex 85S the Best Specialised title.

2010. The New Rex Range. The Rex range is renewed with a 110 HP engine. The Rex 110F is voted Best Specialised of 2011 at Eima International. Introduction of the high-power 7 Series and the 75 to 100 HP 5H models.

2013. The New 6 and 7 Series. Debut of the new 6 and 7 Series at Agritechnica, respectively featuring FPT Nef 4 and 6 cylinder Tier 4i engines.

2014. The 4 Series. The 4 Series takes the place of the Alpine models, with Deutz engines being introduced in place of Perkins engines for the first time.

2015. The 6C Range. The 110 and 120 HP 6C models replace the Powermondial models.

2018. The New 5, 6H and Rex4 Series. The world première of the new 5 and 6H Series at Fieragricola, marking the definitive switch from Perkins to Deutz engines. The Rex4 with power assisted steering is introduced.

2020. The New 7 Series. Launch of the new 7 Series with Stage V engines and an entirely new design.

THE 5 SERIES. The new Landini utility range.



The novelty of 2021 is the new Landini 5 Series, a **versatile** utility range with performance comparable to the one of machines in a higher category. Featuring a winning mix of high-level specifications, the new range is capable of carrying out any job with maximum efficiency, also by virtue of its countless configuration possibilities.

NEW STAGE V ENGINES

Among the models available of the new 5 Series, there is the FPT 4-cylinder, 16-valve, 3.6-litre, Turbo Intercooler engine with electronic injection, in three different powers being 95 HP, 102 HP and 114 HP. Low consumption is guaranteed by the Common Rail system, which delivers the exact amount of fuel required for reduced fuel consumption and improved performance. The 135-litre fuel tank and the 13-litre urea tank ensure a long working range.

Thanks to EGR/DOC/DPF/SCR technology, the new 5 Series features **Stage V** emissions, in compliance with European regulations. The exhaust gas treatment system is integrated under the bonnet, thus safeguarding full visibility from the operator area.



- ▶ **NEW FPT 3.4 AND 3.6-LITRE STAGE V ENGINES**
- ▶ **EIGHT TRANSMISSIONS CONFIGURATIONS**
- ▶ **TOP-LEVEL COMFORT**
- ▶ **POSSIBILITY OF ISOBUS AND SATELLITE GUIDANCE**





**NEW 5 SERIES, A MORE
THAN WINNING MIX**



APPLICATIONS

WORK AND SOWING

Open field work such as ploughing, baling and harrowing, simultaneous operations, heavy duty work. Everything is possible with the 5 Series, which offers reduced fuel consumption, lower engine speed, less vibration and less noise.

The geometries of quick-release and 3-point linkage allow for convenient and easy coupling and uncoupling of implements. The satellite guidance and ISOBus system ensure perfect management of the entire work site.

HAYMAKING AND WORK WITH FRONT LOADER

The new 5 Series offers excellent performance in haymaking and front loader movement. Perfectly integrated into the 5 Series are in fact Landini L20 front loaders that enhance versatility and operability. The tractor is also equipped with a transparent roof to offer full visibility in every situation.

The new joystick ensures easy handling of the various controls (both loader and transmission ones) while the chassis has been designed so as not to reduce ground clearance.

ROAD TRANSPORT

The new suspended axle option handles rough terrain in the best possible way, providing optimum comfort and safety in every transport situation.

The new hydraulic circuit offers great productivity, allowing even dump trailers to be handled without difficulty. The electronic hitch features a function for compensating the implement's pitch during road transport.

EIGHT TRANSMISSION CONFIGURATIONS AVAILABLE

Eight are the possible configurations of the **transmissions** to meet every working requirement: from the **Speed Four** 12 Forward + 12 Reverse with mechanical reverse shuttle; the **T-Tronic** 48 Forward + 16 Reverse with hydraulic reverse shuttle, Hi-Medium-Low and Creeper. The 5 Series with hydraulic reverse shuttle can also be equipped with Park Lock, a mechanical transmission locking device that ensures that the tractor can safely be parked even on steep slopes.

HYDRAULICS AND HITCH

The versatility of the 5 Series takes another step forward also thanks to the **new hydraulic circuit** for increased productivity. It has a flow rate of up to **82 l/min** for services and **32** for steering, as well as **35 litres** of oil for other functions such as dump trailers. There are 6 hydraulic spool valves available: **3 mechanically controlled, 1 electric** and, in option **2 ventral** for the **front hitch** and the **front loader** that can be combined with each other.



ENGINE. The new FPT Stage V.



FRONT AXLE. The suspended axle is available as an option.

Versatility is also ensured by the three types of **hitch systems** available: **mechanical**, with **ELS** (Ergonomic Lift System) which speeds up headland manoeuvres and increases productivity, and **electronic**, which can repeat operations and find positions to ensure precision as well as performance.

POWER TAKE-OFF

The **power take-off (PTO)** has two speeds, which become 4 on request (540/540E/ 1,000/1,000E rpm). The hydraulically-controlled clutch gradually engages the motion to achieve smooth engagement and to avoid abrupt shaft starts. In addition, the PTO has remote controls on the fenders for easily coupling implements, and the **Auto PTO function**, available with an electronic hitch, automatically engages and disengages the PTO when the hitch is operated during headland turns.

TOP-LEVEL COMFORT

Among the features of 5 Series is also automotive-grade comfort, provided by Landini cab and **axles**, which guarantee reliability in all working conditions and stability during transport.



POWER TAKE-OFF. 4 available speeds.



CAB. Panoramic visibility and maximum comfort.

LANDINI 5-085: A REAL CHAMPION

The three 5 Series models are joined by the new Landini 5-085, an intelligent utility between the new 4 Series and the 5 Series, which is available on the market since last June. The 5-085 Series highlights its great versatility, thanks to the excellent power-to-weight ratio that makes it perfect for transport, even on hills.

The new model features the FTP 3.4 litre, 4-cylinder and 8-valve engine, with Turbo intercooler and Common Rail electronic injection, capable of exploiting to the fullest all the 75 HP available, to guarantee excellent pulling power and ease of operation even in difficult conditions. One of the unique features of this engine is the best-in-class 375 Nm torque at 1,400 rpm, which makes it similar to a much more powerful tractor.

Thanks to the EGR, DOC, DPF technology, the 5-085 is Stage V approved and complies with the anti-pollution regulation without SCR and without urea, hence ensuring a significant decrease in operating costs.

The new **suspended axle** option handles rough terrain in the best possible way, providing optimum comfort and safety in every situation.

The 4-post suspended cab, with its panoramic visibility, is extremely comfortable: the trim is of a high standard with all controls ergonomically arranged and with the possibility of opting for an air-suspended seat.

SATELLITE GUIDANCE AND ISOBUS

The **satellite guidance**, controlled by a convenient touch screen display, allows precise steering management while implement configuration and control can benefit from the **ISObus** system.

The tractor fleet can also be monitored by the **Landini Fleet Management** telematic system for the efficient control of consumption parameters, hours and areas worked, with a view to improving profitability, productivity and remote diagnostics.

This system makes the Landini 5 Series compatible with the requirements of "Industry 4.0" protocol, thus allowing access to the economic incentives provided by the 4.0 tax credit.

The 34" rear wheel offers more ground clearance and increased traction, thus representing another Landini 5-085 class first.

As for style, the 5-085 benefits from the new Landini Family Feeling, complete with LED lighting and also available with the Blue Icon trim and finish, the exclusive metallic blue livery combined with a wide range of specifications, already available in other Landini models.





NEW REX FOR INTERNATIONAL MARKETS



The Landini Rex range of tractors for international markets, Low Regulated Countries, has been renewed, by further enhancing its features of **reliability and simplicity**.

As a matter of fact, the Italian industrial group has brought several significant innovations to the range, capable of guaranteeing new functions and cutting-edge technologies, while also improving the design of the range.

The new Rex are available with maximum powers from 74 to 110 HP in two versions being **cab** and **platform**. The new solutions adopted on the cab, designed in automotive style and equipped with air conditioning and active carbon filters for phytosanitary treatments, ensure a very high comfort level.

However, the biggest innovations concern the platform versions, where a **single block** and **mono-structure platform, with lowered footboards** with the result of a compact design and an avant-garde aesthetic that underlines its 100% Made in Italy style.

The platform is suspended on the transmission and gives higher comfort, more thermal insulation and less vibrations in the operator's area, thus significantly improving environmental conditions. In the GE (Ground Effect) version, designed to work easily under the canopy, the position of the fenders is further lowered.

The driver's seat and the controls are completely aligned with the steering wheel, shadowed by the bodywork and adjustable fenders, so there are no exposed elements outside the machine and this facilitates manoeuvres in vegetation.

Rex is also characterised by several configuration options in the **choice of tyres**, with the possibility of fitting 30" tyres on GT versions.

MECHANICAL AND HI-LO TRANSMISSION

Different configurations are available for the transmission: mechanical and Hi-Lo, with the possibility of hydraulic reverse power shuttle. Available mechanics include 12+12 and 16+16 versions with creeper, while Hi-Lo versions are

24+24 and 32+32 with creeper. The transmissions are characterised by versatility and flexibility in the range from 1.4 to 38.9 km/h, adapting to a multitude of specialised operations and in particular, the Creeper option allows very low speeds, up to 310 metres per hour, to increase the versatility of work in the field.

The rigid front axle, 100% made by Argo Tractors, features electro-hydraulic four-wheel drive (4wd) engagement and a steering angle of 55°. Optional are the 100% locking with Hydralock system with brakes and the Limited Slip with oil cooled engagement.

HYDRAULICS AND PTO

The Rex hydraulic system offers great versatility: capacities range from 52+30 up to 60+30, while the mechanical hitch offers capacities up to 3,400 kg on GT versions. Dual pump and oil cooler are standard.

The power take-off can provide two different speeds: 540/540E or 540/1,000 rpm with mechanical clutch in the version with mechanical transmission or with electro-hydraulic engagement in the case of hydraulic transmission.

EASE OF MAINTENANCE

The new Rex maximum reliability and ease of use perfectly combine with ease of maintenance. This is another plus that Argo Tractors has been able to achieve on the tractors of this series. In fact, thanks to the solutions adopted, it is possible to have immediate access to all the elements of its Perkins 1104D Tier 3 emission 4-cylinder engine (with turbo after-cooler for models 100-110 and 120) to the fuse boxes in the central console and to the control unit. This allows the operator to independently and promptly perform periodic and extraordinary maintenance as well as to adjust the controls, thus giving continuity to the work.

The solutions adopted for easy access to the electrical system and the arrangement of the single block platform with detachable tunnel, are also particularly effective in terms of maximum ease of maintenance.

THE REX. The new single block and mono-structure platform with lowered footboard.



NEW REX

Following the long tradition of reliability and quality of a 100% Made in Italy production, Landini front loaders are available in 5 series **Lp**, **Lt**, **Li**, **Lc** and **Compact** to meet the different needs of use and robustness.

The range has been designed to create a perfect match with Landini tractors, from the 47 HP of Mistral2 to the 240 HP of 7 Series, enhancing their versatility, performance and longevity. In addition to use compatibility, there is also the versatility of use in many sectors: agriculture, forestry, municipalities, green maintenance and snowploughing service.

That is why the range also offers a wide choice of terminal implements such as lightweight, multi-material and earth buckets, manure forks, bale forks and pallet forks.

In every application Landini's front loaders ensure the best performance: excellent bucket self-levelling, high loading capacity and excellent height extension.

Landini's front loader range is also painstaking in every detail: the Blue Icon paintwork is of the highest level, remaining unaltered even in the most extreme and adverse weather conditions and resisting the wear and tear of use.

ERGONOMICALLY DESIGNED JOYSTICK

The loaders are controlled via an ergonomic joystick, which ensures easy handling of all functions. When it is not fitted as first equipment, Landini joystick can be installed later, choosing from the different models available: TC Basic, TC Profi, TC Advanced and TC Speed.



LANDINI FRONT LOADERS:

MAXIMUM ROBUSTNESS AND RESPECT FOR THE TRACTOR

The renewed design and the very high quality steel chassis guarantee solidity and high performance. The sides are designed to distribute weight over three points, placing less weight on the front axle to reduce its wear.

QUICK-COUPLING AND UNCOUPLING

The range is equipped with the most advanced quick-coupling and uncoupling systems for loader and pipes. Velotak is the evolved system of quick-coupling and uncoupling of the loader from the tractor, by a simple lever movement: the operation is completed in a few seconds, without the use of tools or pins. The multiple connection system of the Flash quick couplings, standard on Lp and Lt loaders, allows all hydraulic pipes to be connected and disconnected in a single movement.



TERMINALS.

The range offers a wide choice of implements.



LANDINI LOADERS. The range was created for a perfect match with the brand's tractors.

BUCKET LEVEL GAUGE

Available on all loader models, the bucket level gauge is an invaluable aid during manoeuvring as it allows the operator to easily check the exact angle of the implement to the ground.

THREE TYPES OF LEVELLING

The loader can be levelled manually (F version), mechanically with self-levelling (M version) or hydraulically with self-levelling (H version). The different systems allow the implement to be returned to a position parallel to the ground when moving the boom.

EASY MAINTENANCE

The sides of every Landini front loader are designed to allow easy access to all routine tractor maintenance points: this is really helpful and can save precious time.

GENIUS SYSTEM SUSPENSIONS

Thanks to suspensions equipped with two nitrogen accumulators, the loader works in a linear and uniform way. The shock and vibration absorption protects the loader and the tractor, reduces tyre wear and operator fatigue, thus improving efficiency.

Genius System suspensions, equipped with a protective cover and a deactivation device for specific contexts, are standard on all Lp and Lt models, and optional for the other ranges.

THE PERFECT COMBINATION



THIRD FUNCTION AND THIRD + FOURTH FUNCTION

The range features third function and third + fourth function. These options are necessary when using terminal implements with hydraulic utilities. The third function is required for implements such as buckets and forks with retainers, grab forks and forks with sideshifts. The third + fourth function is used for more complex implements, such as bale forks with elevation and translation.

QCR FLASH, FOR THE THIRD HYDRAULIC LINE

The QCR Flash solution is dedicated to the connection of the terminal implement with third hydraulic line. The implement hydraulics is coupled in one simple movement, even when the system is pressurised.

OPTIONAL. The Blue Icon colour.

TESTIMONIALS



TENUTA
Castello Nipozzano (FI)

Gianni Maggi



"Frescobaldi has always focused on production excellence and the tractor is one of its main allies. "

THE TRACTOR IS THE BEST ALLY OF QUALITY

Tenuta "Castello Nipozzano" is a historic winemaking company owned by the Frescobaldi family. A fleet of 14 Landini tractors of which **10 Rex**, the specialist tractor par excellence of the manufacturer based in Fabbrico (RE), and **4 Trekker crawler tractors** for working operations on steep slopes, work in its fields on a daily basis.

"We chose an Italian brand that could support Marchesi Frescobaldi's Made in Italy production" - says **Gianni Maggi**, director of the estate. "We bought our first Landini tractor at the beginning of the 2000s and since then, in parallel with the development of the business, we have expanded the fleet with tractors of the same brand."

At Castello Nipozzano company there are many activities that take place throughout the year in order to follow the seasonality of the vineyard: depending on the time of year, pruning, treatments or cutting the grass between the rows are performed. This is why they really appreciate the versatility of the **Rex Series, which in F and V versions is suitable for any cultivation operation**.

With a strong focus on quality, every year Frescobaldi, which owns a total of around eighty Landini tractors on its various estates, updates the tractor fleet by replacing the older machines with new, more advanced models.



"Our philosophy is to have a constant turnover of machines so that we always own the most advanced technology available" - Maggi explains. "The latest generation of Landini Rex tractors feature a much higher **comfort** than in the past and are much more **efficient and productive**. For this reason, for the most delicate operations such as treatments in the vineyards, we use the latest models purchased, which, thanks to the new **fully air-conditioned and pressurised cabs** offer the **maximum level of comfort and safety**."

The Rex tractors of "Castello Nipozzano" have very few breaks: on average, each tractor works 600/700 hours a year, in some cases with peaks of over 1,100 hours.

"In Landini we have found the best brand capable of expressing both efficiency and comfort. But that is not all: another vital aspect" - Maggi emphasises - "is assistance in the territory. For a company like Tenuta Castello Nipozzano, it is unthinkable that a tractor could have a downtime in the middle of the production campaign. That is why in all these years we have never thought of changing the brand".

"We have an excellent working relationship with the manufacturer" - Maggi continues - "but our point of reference for everyday needs is **Degl'Innocenti** dealer in Florence, who is always available and very quick in responding to maintenance needs, troubleshooting and finding spare parts".

For Frescobaldi, being a reference point in Tuscany for its prestigious wines is a real challenge and, above all, a constant commitment.

Therefore, having tools at your disposal that allow you to carry out each task professionally and at the right time without delays or hiccups is a real asset.

"Frescobaldi has always focused on production excellence" - Maggi concludes - "and the tractor is one of the main allies of quality".

REX4. The main player in vineyard management.



"The company today focuses on quality and on sustainability, with cultivation choices that support our philosophy."



TENUTA
De Stefani

Alessandro De Stefani

REX4 V, THE PERFECT ANSWER TO NEEDS OF QUALITY AND SUSTAINABILITY

Refrontolo, a small hilly village in Veneto region known for its winemaking tradition. The cultivation of vines here has very ancient roots, just as the roots of the **De Stefani** family, originally from the same town in Treviso area.

Managed today by the fourth generation of the family, **De Stefani** is based in Fossalta di Piave, in Venice area, but also has estates in the province of Treviso. The winemaking company with its fine wines is today a reference of excellence in the wine industry: the company over the years has increasingly focused on quality, putting in place all the strategies to achieve this goal.

Glera, Tocai friulano, Refosco, Raboso and Marzemino vines are grown in modern guyot vineyards with high-density plants.

"Our vineyards" - says **Alessandro De Stefani**, owner of the company - "have distances between the rows of 2 meters, while the distances in the row do not exceed 60 cm with a total density of about 8,400 plants per hectare. This makes it possible to obtain lower production, but with a very high quality of grapes being thus able to give character to the wines".

On the other hand, however, vineyards with narrow rows also mean limited transit space for work and reduced manoeuvring space at the end of the row to meet the needs dictated by the mechanised part of the work.

"**De Stefani** company" - explains Alessandro - "today focuses on **quality** and **sustainability**, with cultivation choices that support our philosophy. With the exception of harvesting and pruning, which are carried out manually, all other cultivation operations have been mechanised. For this reason, we have searched the market for a tractor with features suited to our needs: first of all, a **reduced width to easily pass between the rows** without getting too close to the roots of the vines, and secondly a **hydraulic system that can handle combined work without difficulty**. This choice allows us to limit the number of passages and therefore trampling on the inter-row, in line with the company philosophy strongly oriented towards

sustainability". The answer to these needs came with **Landini Rex4 V**, a machine with vineyard specialisation in its DNA.

"With the purchase of two new **Rex4 110 V** from the dealer **Rinaldin** in Ponte di Piave (TV)" - says Alessandro - "we found a perfect answer to our needs. These are compact machines, with a **width of just 130 cm** equipped with a **cab** which, unlike other possible solutions that we have evaluated, makes work for our operators extremely comfortable and safe".

"The equipment of the **Rex4 V**" - Alessandro continues - "also allows us to perform **operations in a single pass**: inter-row mowing, cleaning along the row and topping, while maintaining the high quality level that is so important to us".

The experience of working with the **Rex4 V** for **De Stefani** is a new one and started a few months ago, but the satisfaction of having found the right piece for the mechanisation of **De Stefani** estate vineyards is so great.

"Everything that contributes to the growth of our company in terms of quality is important to us" - adds **De Stefani** - "in order to produce important wines such as the prized '**Stéfen 1624**', even every little detail that might seem unimportant is fundamental".



DE STEFANI. The family with the newly purchased **Rex4** tractors.

TESTIMONIALS



AZIENDA
Ballabio

Nicolò Nevelli

"Thanks to its passion, the company has been able to win many challenges over the years."



OPTIMISED MANAGEMENT TO GUARANTEE QUALITY

With a precise character and much influenced by the terroir, Pinot Noir is one of the most typical vines of Oltrepò Pavese area. This is where in Casteggio, in the province of Pavia, since the beginning of the 20th century **Azienda Ballabio** has its roots and where the winemaking company, since the beginning of the 90s, has been followed with great passion by the Nevelli family.

Over the years, Ballabio has increasingly focused on the production of Pinot Noir wines, culminating in the current production of wines and sparkling wines made with 100% Pinot Noir.

While some operations, such as harvesting, are carried out strictly by hand, operations such as topping, grass mowing and phytosanitary treatments have been mechanised by focusing on the best available technologies that allow to maintain the vineyards in the best conditions of vegetation and health.

"Optimising vineyard management" - explains Nicolò - **"is the aspect that most influences the quality of the grapes produced.** This means carrying out each intervention at the right time and with the right implements, with measures that allow air to circulate between the plants, thus limiting the stagnation of moisture inside the plants. All this allows us to minimise pesticide use".

All the mechanised interventions in the 60 hectares of vineyards have always been carried out with Landini tractors, which have been in the company since the beginning. They were purchased from **Gatti** dealer in Casteggio, which still

represents a fundamental point of reference for Ballabio in terms of sales and assistance.

"Our company" - says Nicolò - "has always owned Landini tractors since the 1990s, as it was an already well known brand at the time for its reliability and great specialisation. Over the years, the tractor fleet has always been updated with new models of the brand, such as the **Rex4** and the **Trekker4**, which in the meantime have been enriched with **new technologies** while maintaining the same fundamental qualities of **reliability and robustness**".

Today all the mechanised interventions in the vineyards of Azienda Ballabio are carried out by two tractors, a **Rex GT 100** and a **Mythos 115** as well as by **three Trekker CF crawler tractors** including a brand new Trekker4 CF 95, which is used in vineyards located in the most inaccessible areas of the estate.

"The latest generation of Landini tractors" - says Nicolò - "are **extremely comfortable** and equipped with excellent technology, but at the same time they have the advantage of not being overly sophisticated and delicate machines, as is the case with many other tractors in this category. In order to work without difficulty in every situation, including the steepest areas and in the presence of damp and difficult-to-access terrain, we have diversified our fleet of machines with different models of the brand that allow us to meet any need at any time of year, without slowing down or wasting time".

Relying on **technologies that ensure timely intervention and smooth work quality** is a very important aspect for an engaging business as Ballabio's one. Thanks to its passion, this company has been able to overcome numerous challenges over the years, from the production of grapes of the highest quality to obtaining the prestigious Gambero Rosso Bollicine dell'anno 2021 award for its Cave Privée sparkling wine, which, with its butterfly symbol, represents the maximum qualitative potential of wines made from the company's "Farfalla" vineyard, named after its particular shape, and from other selected vineyards within the company.



BALLABIO. The complete Landini tractor fleet.



"Intervening only when and where necessary."



CANTINE
Neri

Enrico Neri

TRACTORS 4.0 TO SUPPORT VINEYARDS

Safeguarding tradition and respecting what nature has to offer. This is the philosophy that has always accompanied the activities of Cantine Neri, a farm located in Bardano, in the north-western area of Orvieto. Here, on the clayey soils that characterise this hilly area, 80 hectares of vineyards have been cultivated for many years for the production of Orvieto Classico DOC and a small part of Rosso Orvietano DOC.

Vinified in the company's own cellars (with an annual production of 100 thousand bottles, and partly sold to other wineries), the grapes produced by Neri derive from a very careful management of the company's vineyards, where the codeword is "**intervening only when and where necessary**".

Only in this way the grapes, and consequently the wines too, can express and exalt all the qualities of traditional vines.

This is now possible thanks to **Agriculture 4.0**. In fact, for some years now, digital technologies have been supporting the control of Neri company vineyards. In particular, through aerial photos, a drone allows to highlight any nutritional deficiencies or phytosanitary problems with the possibility to intervene only where necessary.

At the same time, 6 weather stations located between the rows of vines make it possible to constantly monitor parameters such as solar radiation, air humidity, soil humidity and leaf wetness, thus predicting the onset of problems well in advance so as to intervene promptly.

The management 4.0 of Cantine Neri vineyards also includes the presence of **tractors 4.0**, which represent a very important element of digital management. Among these are a **Trekker 115** purchased two years ago, and a new **Rex4 100GT** recently arrived in the company.

"Tractors 4.0" - explains Enrico Neri, the company owner - "offer integrated systems for remote control of crop operations and assisted guidance. Landini tractors are perfectly suited to this technology and allow us to manage the vineyards with total control of every mechanised cultivation operation".

As for the Rex4 100GT, the company's latest arrival, Enrico is very satisfied.

"The Rex4 100GT is a machine that **has solved a lot of problems**. Our hilly terrain is hard but the Rex4 can handle any situation. It is a compact machine with excellent visibility suitable for use with any rear or front-mounted implement such as drills, mulching rollers or out-tree for cleaning the under-row."

Landini represents a point of reference for Neri, being the company's brand since the 1990s.

"Our company has always used Landini tractors for vineyard management" - says Enrico. "These are **exceptionally robust machines** that never break down and have never given us any problems. The assistance provided by **Paoletti** dealer in Orvieto Scalo has always been excellent."

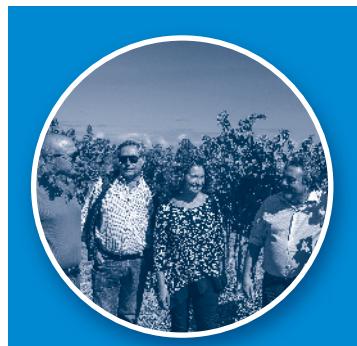
"In addition to perfectly adapting to the new needs of Agriculture 4.0" - adds Enrico - "the new Landini models are also **extremely comfortable, rich in options** but at the same time **easy to use**. This includes the Trekker crawler tractors which, despite being highly professional machines, are very easy to drive".

"An equally important aspect" - concludes Enrico - "is represented by its **reduced consumption**. The latest generation Landini tractors consume very little; at the end of the year the difference is significant and this highly contributes to the company's profitability".



NERI. The company winery.

TESTIMONIALS



CANTINA SOCIETÀ COOPERATIVA
Caparra & Siciliani

Salvatore Caparra



"These are very special vines, that is why you need to follow them day by day."

MAXIMUM PROFESSIONALISM FROM THE PLAIN TO THE HILL

Two families, Caparra and Siciliani, and two grape varieties, Gaglioppo and Greco, white and black, with the common characteristic of being rooted since very remote times in the Calabrian territory of Cirò.

From this union the company business **Caparra & Siciliani** was born. It is an ancient cooperative with 160 hectares of vineyards between the maritime and the hilly part of Cirò.

Today it is managed by the new generations of the two historical families, Caparra & Siciliani. Furthermore, it represents one of the major realities of the wine sector for the production of Cirò, one of the oldest and most characteristic wines in the world, which obtained the DOC denomination already in the sixties.

But the main feature of the company, which produces 800 thousand bottles a year only with the grapes produced in the company vineyards, is to have been able to combine tradition with innovation, maintaining the distinct typicality of Cirò wine, but at the same time introducing an efficient and innovative business management.

"When you open a bottle of Cirò" - says **Salvatore Caparra** - "you must immediately perceive its strong typicality, derived from Gaglioppo and Greco Bianco grapes that only this area of Calabria can express".



"These are very special and difficult vines" - Salvatore then explains - "for this reason it is necessary to follow them day by day throughout the production cycle until the day before harvesting, making the right decisions at all times".

To do this, one aspect that should not be underestimated is mechanisation. As a matter of fact, today the cooperative has mechanised all the cultivation operations except for winter pruning and harvesting. Today, two Landini Trekker tractors make up for the difficulties of passing between the rows of vines in an area that extends from the plains to the hills, ensuring **stability and professionalism throughout the year**.

"We purchased our first **Trekker CF 80** in 2017 after trying out one that the dealer **Siniscalchi** in Crotone had made available to us" - explains Salvatore. "We had one of our tractor drivers try it out and although he is only 31 years old, he is already very experienced. After a few minutes of work he knew it was the right machine."

"What impressed us the most" - Salvatore says - "is the professionalism of the machine. The feeling you have when you get on a Trekker is about safety, stability and professionalism even in the most critical situations and on wet ground". "Our vineyards" - Salvatore continues - "have 2.20 metres wide rows and the **Trekkers, despite being wide and therefore very stable machines, pass without any difficulty, combined with the most varied implements. They are at the same time very comfortable machines**".

"Satisfied with the first experience and the excellent service and spare parts provided by the dealer Siniscalchi" - concludes Salvatore - "over the years many members of Caparra & Siciliani cooperative have decided to buy other vehicles including a **Trekker CM90**, a **Trekker CF90**, a **Rex 85F** and in late 2020, two **Trekker4-085 F**. I do not exclude that in the future the Landini family will be able to grow further in our company by keeping the fleet updated, also because for a tractor working in our vineyards it is quite normal to exceed 1,500 hours of work per year".

CAPARRA & SICILIANI. One of the new Trekker4 tractors purchased.



"Our techniques are ancient, but that does not stop us from embracing true innovations."



AZIENDA
Ceraudo

Roberto Ceraudo

TRADITION AND INNOVATION, A PERFECT MATCH

The earth is the most precious possession of mankind...an asset to be preserved with the greatest care, at all costs." These are the words of **Roberto Ceraudo**, owner of the homonymous farm located in Strongoli, a small town about twenty kilometres north of Crotone. The company has 80 hectares of olive groves and approximately twenty hectares of vineyards. About 35 years ago, it chose the organic way, converting all the company's production to this practice that bans the use of any chemical product in both cultivation and winemaking.

"For more than 30 years, no chemicals have been distributed in our farm either on the soil or on the plants" - explains Roberto. "In agriculture, resorting to chemistry means getting ten times more production, but over time the land is damaged to the point of becoming almost unusable."

With this awareness, after a life spent cultivating the vineyard with traditional techniques, at the end of the '80s Azienda Ceraudo decided to take the leap, choosing the opposite direction: pursuing the objective of quality and healthy production instead of quantity.

It was certainly not an easy transition, given the many problems that such a conversion entails, including the initial collapse of production.

"Despite the initial difficulties we are very proud of this choice" - Roberto says. "Nature slowly took over, the plants developed new defences and became stronger and stronger each year, resulting in a micro-system similar to that in use in the farms of yesteryear."

In order to manage all the cultivation operations in the best possible way, a couple of years ago Azienda Ceraudo enriched its fleet with Landini tractors, which are able to integrate with the new company philosophy.

In particular, a wheeled vehicle **Rex 100F**, the vineyard tractor par excellence, which arrived at the company two years ago, and a crawler **Trekker4-105M**, which has been used for a few months for all the most difficult operations in Ceraudo vineyards.

"We needed machines that were reliable and robust and at the same time in line with our company's respect for the environment" - says Roberto.

"Thanks to Landini dealer **Siniscalchi** Elio & Aldo S.r.l. in Crotone, we found the solution to all this."

"The **Trekker**" - says Roberto - "is used throughout the hilly part of the farm where, thanks to its exceptional engine performance, it is entrusted with all the most difficult operations, without any loss of power, even uphill. As for the latest arrival, the **Rex** is a machine that perfectly expresses its vocation for the vineyard: it is equipped with a very comfortable cab, it is easy to handle and perfect for all the seasonal operations in the vineyard, from cutting the grass to the distribution of protection products, carried out strictly with organic products".

Ceraudo produces every year 100 thousand bottles of wines, being unique in Calabria for complexity, consistency and persistence of scents derived from grapes of the most exclusive Calabrian vines such as Gaglioppo and Pecorello.

"Our techniques are ancient, but that does not stop us from embracing true innovation, using machines equipped with ultra-modern technology like Landini tractors" - concludes Roberto. "Our idea of the future is to be able to bring the earth back to where it was 100 years ago, without giving up new technologies."



CERAUDO. The Rex fits in with the company's philosophy.



ARGO FRANCE, ACTIVITIES IN THE NEW SHOWROOM



VAULX-MILIEU. The modern Argo France headquarters.

With the refurbishment of the Showroom that took place in February 2021, Argo France has given life to new activities. The new space - which currently houses various specialist tractors such as the Rex4, the new Rex3F platform, a Landini Series 4 with platform and roll-over protection structure, a Series 6C and a Series 6H with front loader - was used as the location for the two training days, organised at the beginning of March, aimed at the sales teams of Landini dealers.



TRAINING. The loaders presentation.

On the first day of training, we had the presentation of Landini's new tractor ranges with the product manager **Justin Fernoux** and a presentation of Landini's range of tractors with front loaders. The **TopCon** team then presented the family of multi-touch TopCon X consoles, which offer unique performances for any operation, while the partner **Crédit Agricole Leasing&Factoring / Agilor** presented its



SHOWROOM. Landini tractors on display.

leasing and classic credit offers. Finally, a marketing training activity was proposed on the various digital tools made available by Argo 4.0 programme, including the **Digital Library**. This is an online communication support that brings together the photos, brochures and advertising campaigns of Landini tractors, also giving the possibility to customise some documents online.



ARGO FRANCE.
The intervention
of one of the
partners.

The second day was instead dedicated to relaxation and fun, with the organisation of a driving course - with kart races - and moments of dialogue at "Circuit de Laquais", with Landini team having the opportunity to get to know the dealers better and to discuss specific topics in depth.

Among the activities linked to the new Argo France showroom is the installation of a panel dedicated to the collaboration with "**Compagnie des Amandes**" which has designed an innovative economic model to structure a competitive supply chain for French almond.

The innovative project foresees a co-investment between the farmer and the investor: the farmer rents the land, brings his/her work and his/her know-how; the investor, on the other hand, provides the financing for the leasing of the land, the plants and the productive means, the remuneration of the arboriculturist's work and the management of the investments in irrigation and agricultural machinery.

Landini is a strategic partner in this "Made in France" project, responding with its **Rex4** and **Rex3** specialist tractors to the needs of producers. "Compagnie des Amandes" leases Landini tractors to its network of partner arboriculturists, while the Landini dealer network manages fielding, tracking and maintenance.





LANDINI BRASIL REWARDS THE BEST DEALERS

With about 50 dealers in the territory, Landini Brasil at the beginning of 2021 wanted to reward the dealers who achieved the best results in 2020.

Among them, **Borin Máquinas** won the "Best Dealer" award for selling the most tractors in 2020. Located in the state of Mato Grosso do Sul, Borin Máquinas has two branches, in Jardim and Ponta Porã.

The "Best Dealer" award in the specialist tractor sector was awarded to **Agrocaxias**, a dealer located in the state of Caxias do Sul in Serra Gaucha area, which achieved the best results in 2020 with excellent sales performance especially for Landini Series 2 and Rex models.

On this occasion **Agrovale**, Landini dealer in the city of Cruzeiro do Sul, in the state of Rio Grande do Sul, also wanted to reward the end customer and farmer **Eldo Ari Karsburg** for his great trust in Landini brand. In fact, the farmer has 12 Landini tractors in his farm: the first was purchased in 2008, while the most recent is a Landpower T-Tronic that has just been added to the fleet.



BORIN MAQUINAS. Best Dealer 2020.



CRUZEIRO DO SUL. Karsburg's Landini fleet.

The large territorial extension of Brazil, with different agricultural vocations - fruit, coffee, milk, cereals and meat - stimulates the demand for the entire range of Landini tractors, from the specialist 2 Series and Rex tractors to the Brutus and Powerfarm open field tractors and the medium tractors with Landforce up to the powerful Landpower and 7 Series.



AGROVALE. The award given to the customer Eldo Ari Karsburg.



ARGO TRACTORS, NEW BRANCH IN TURKEY

Argo Tractors has strengthened its presence in Turkey with the opening of **Argo Tractors Turkey** branch in September 2020. The branch, based in Kartal, in the province of Istanbul, was established with the aim of directly fol-



ARGO TRACTORS TURKEY.
Its General Manager
Recep Taşçı.

lowing (through an increasingly attentive and professional service) the Turkish market, which is booming both in terms of specialist and low-medium power machines, as well as for the high power segment that is increasingly spreading in Turkey.

In addition to the usual demand for Rex4, 5 Series and 6C Series tractors, there has also been an increase in the number of **7 Series** which perfectly meets the Turkish market's need for more **performing** and **environmentally friendly** machines.

As far as assistance is concerned, Argo Tractors Turkey is also able to ensure excellent service in the area, thanks to its streamlined and well-organised structure, always ready to respond to farmers' needs.



AGRIARGO IBÉRICA: CONSOLIDATION AND DEVELOPMENT OF THE NETWORK

From the end of 2020 AgriArgo Ibérica has extended its range of action by also taking care of the Portuguese market through a team formed by Portuguese personnel, but perfectly integrated into the Spanish structure. At the same time, the branch kept a particularly sharp focus on the Spanish dealer network, organising in early 2021, instead of the usual Dealer Meeting, individual meetings with all the managers and employees of each Landini dealer to define together the plans for the current year and the opportunities for growth.

The Spanish dealer network is in continuous development: among the "new entries" is **Auto Tractor Del Sur**, a new dealer appointed at the end of 2020 for the Andalusian province of **Huelva**.

In charge of Auto Tractor Del Sur is **José Antonio Lara Rex**, a young entrepreneur belonging to a family involved for more than 60 years in the marketing and sale of tractors and agricultural implements in southern Spain.

Following the family tradition, José Antonio grew up among tractors and, once he finished his studies as well as



AGRIARGO IBÉRICA. The meeting organised at the beginning of the year with the 20-year dealer Recambios Loemi.

training, he decided to start his own project, which - in the last months of the year 2020 - was finalised by the agreement with AgriArgo Ibérica for the distribution of the Landini brand. The challenge is to offer a top quality service perfectly in line with Landini's philosophy.

In addition to the development of the network in the territory, the commitment of AgriArgo Ibérica was also to consolidate the relationship with the historical dealers, including **Recambios Loemi** which has been working with Landini for over 20 years.



ARGO INDUSTRIAL: A YEAR OF NEW INITIATIVES



EASTERN CAPE. The group of dealers attending the meeting.

Restrictions due to the health emergency also limited large-scale aggregation activities in South Africa, leaving room for the organisation of new initiatives for both the commercial network and customers.

Among these, as an alternative to the usual "Beginning of the Year" dealer meeting, the South African **Argo Industrial** branch preferred this year to divide the meeting into 5 different regional events of two days in Eastern Cape, Western Cape, Bothaville, Pretoria and Durban, to present the 2020 results and announce the strategic objectives for 2021.

Traditional outdoor activities, fairs and events were also temporarily replaced with new activities that took place in

the spring period: **local field demonstrations** with the presentation of open field models.

Over the past year, Argo Industrial has also strengthened its dealer network in South Africa with new appointments, such as that of dealer **Genius Landbou** in Potchefstroom, who organised an extraordinary inauguration event.

The branch has also strengthened the **digital activity** with the creation of numerous video tutorials for almost all tractor ranges and a rich media presence on a local satellite TV station.

The activities of the South African branch are still in great turmoil while waiting for the next inauguration, scheduled for 2022, of the new headquarters, being under construction in the Johannesburg area.



WESTERN CAPE. A glimpse of the regional dealer meeting.



OPTICOM.
The staff lined up with Landini tractors.

BULGARIA



OPTICOM IS PRESENT AT BATA AGRO 2021

The historical Landini importer for Bulgaria is Opticom. It is an increasingly important presence and reference point in the Bulgarian territory, where it is doing an excellent job.

Last June, the importer participated as usual in the trade fair **Bata Agro** in Stara Zagora, presenting a rich selection of the entire Landini range, from Rex3 tractors to Series 7 models, which are widely used throughout the country.

With a professional and very close-knit staff, Opticom

has an excellent organisation in Bulgaria, taking great care of the image of Landini brand, to which it has been linked for over 20 years.

Landini is always at the centre of Opticom's attention, from Landini branded staff clothing to communication activities during events and on social channels, where the Italian brand is always in the spotlight.



BATA AGRO 2021.

Some images of the event.

SLOVENIA



ASCON D.O.O., OFF TO A GREAT START

From 1 January 2021 **Ascon D.o.o.** has been appointed as new Landini importer for Slovenia. Based in Koper, the country's main port and industrial hub, the company has a long experience in the specialist machine sector, representing a reference point in the country in this segment. The agree-

ment signed with Landini represents a further step in the evolution of Ascon's business, which in addition to relying on a historic brand for specialist vineyard and orchard tractors, will now be able to offer the market a much wider range of tractors.

Among the first activities of the new importer is the launch of the new 4 Series, a key range for the Slovenian market due to its versatility and very high reliability.

Since its appointment, Ascon has done an excellent job, achieving results well beyond expectations in just a few months.



SLOVENIA. Ascon manager Alfred Stefancic with the new Landini 4 Series.

FROM AROUND THE WORLD

TUNISIA



SOCOOPEC OPENS TWO NEW BRANCHES

The growth of **Socopec**, Landini's historical importer in Tunisia, continues unabated. In 2021, Socopec opened two new branches: in **Mednine** in south-eastern Tunisia, which opened in March, and in **Moknine**, in the north-east of the country, completed in July.

This brings to 13 the total number of branches that Socopec has today in the territory, guaranteeing a capillary service both for sales and assistance. This is possible thanks to an extremely efficient and wide-reaching organisation with various storage warehouses in the territory and a well-stocked point of sale at its headquarters in Tunis, located on the busy Avenue de Carthage.

Socopec represents the most important company in the agricultural mechanisation sector in Tunisia with more than



MEDNINE. The new branch opened by Socopec.

50% of the market for Landini brand alone. The experience, the professionalism and the great availability of Socopec represent the strengths that have allowed the importer to grow despite the difficulties of the market.

Among the most popular tractors in Tunisia are low and medium-power machines, up to 80 HP models such as the Landini Series 60, which is the strong point in this market.

SOCOPEC. The first customer of Mednine branch.

KENYA



ICS-AGRI, A NEW IMPORTER

Landini has appointed a new importer in Kenya. Its name is **ICS-Agri**, already importer in Sudan for Landini brand, with a long experience in sales and service.

Based in **Nakuru**, north-west of Nairobi, ICS-Agri inaugurated the start of its operations on Kenyan soil in late 2020 with an order for **18 Landini tractors** in the 75 to 90 HP power range.

The excellent organisation, with a team of 12 people including sales, technical, administrative and support staff, will allow the importer to expand the presence of Landini brand in Kenya and at the same time to ensure an increasingly widespread and efficient service throughout the territory.

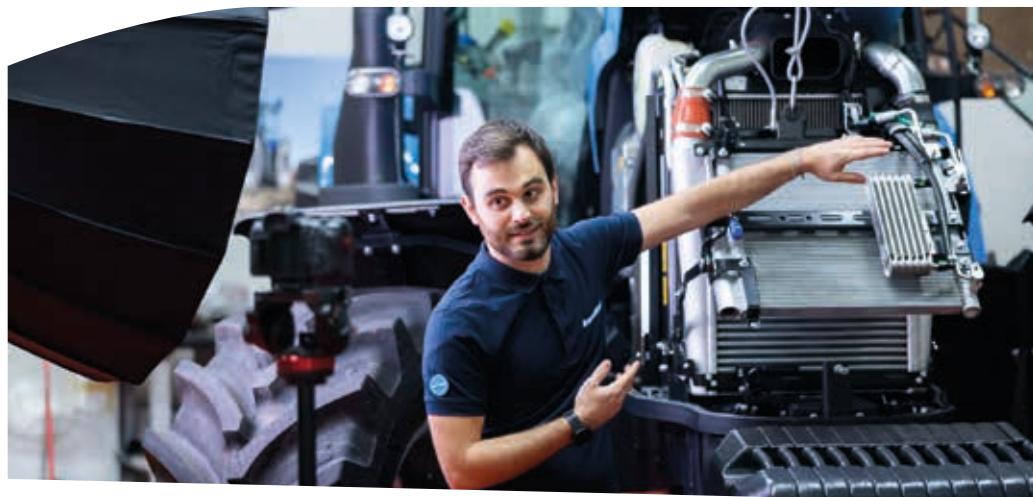
With an agriculture mainly based on the production of sugar cane, fruit and vegetables, Kenya

represents a market with excellent expansion prospects for Landini brand, which with its range of tractors is able to ensure reliability, robustness and simplicity that are a primary need for farmers in this area.



NAKURU. The headquarters of the new importer for Kenya ICS-Agri.

TRAINING.
An activity of fundamental importance for Landini.



MORE AND MORE DIGITAL TRAINING WITH WEBINARS



WEBINAR. The new training tool.

The new tools offered by digitalisation have allowed Landini to develop a new and decidedly more performing training model, an activity of fundamental importance for the manufacturer to guarantee total after-sales support to the customer.

Thanks to the investments made in this direction, in 2020 Landini inaugurated a new **platform for the online management of technical training**. This - intended for the mechanics of dealers, branches and distributors all over the world - has considerably facilitated the on-demand use of courses and has represented the springboard for the development of an increasingly top notch training activity. Thanks to this first experience, today the training has been enriched with a new digital tool, which makes it possible to have even more efficient trainings for complex topics that require tools capable of offering participants the same experience as a face-to-face course.

This is a programme of **webinars** with a minimum duration of 8 hours, **conducted live** and include **several sessions in different locations**: in the classroom for explanations, in a specially prepared area to show components and make tutorials and in the workshop where, thanks to mobile cameras, it is possible to show specific details of products and components, offering an all round view of the object. All of this is entrusted to product specialists, with a selection of per-

sonnel who, depending on their specialisation, carry out the activity of presentation, chat replies and in-depth analysis of specific topics.

With more than 10 webinars held in the first part of 2021, the new activity immediately highlighted key benefits: **no limit in the number of participants and maximum timeliness of training on new products**, with the result that technicians and mechanics are already fully trained and ready to intervene when the product is launched on the market.

In addition to product news, the webinars, held **in Italian and English** as they can be accessed anywhere in the world, cover many other topics related to service, diagnostic tools and digital marketing and the use of advanced solutions such as Fleet Management. Each webinar is recorded and made available to the network on the dedicated platform, with the possibility for participants to review the content. In the meantime, Landini is already working on the development of further functions, including the possibility of creating tutorials and content to support not only the sales network but also the end customer.



TRAINING. The dedicated web platform.

SPARE PARTS

A line dedicated to the storage and transport of fuel, AdBlue® and waste oils. This is what Landini proposes to support the daily activities of farmers and contractors, so that they can optimise and reduce the time needed for supplies and maintenance.

The range is composed of different solutions to meet all requirements of capacity and practicality.

The most popular products among customers are **Fuel Tanks**. They are equipped with a containment basin with a volume equal to 110% of the geometric capacity of the tank and are complete with 4 anchor wedges, earthing connection, sleeve with drain plug, four housings suitable for mounting and fixing the posts of the protection roof, all this being in compliance with the latest safety regulations.



TRANSPORTABLE TANKS.

Combined fuel and AdBlue® tank.
Caddy tank with wheels.

FILLING AND STORAGE: THE RANGE SIGNED BY LANDINI

Fuel Tanks, which from the 5,000 litre version have non-slip steps and surface, are also equipped with a dispensing system inside a metal cabinet, powered at 230 volts and with a flow rate of 50 or 70 litres/minute.

Equipped with wheels and an upper handle for lifting, the **Caddy** series, thanks to its versatility and great ease of use, allows an almost unlimited use for supplies both in the professional field and in sports or leisure activities.

The tanks are equipped with manual or electric 12 or 24 volt dispensing unit (with automatic gun).

Landini's transportable tanks are particularly useful for transporting diesel and AdBlue®. It is a range of linear polyethylene tanks with rotational moulding, which makes their structure compact and at the same time lightweight. Equipped with protective cover, the tanks are complete with

pumping unit powered by 12 or 24 volts and automatic gun.

The highly versatile **Combined tank** is designed to allow diesel and AdBlue® to be transported simultaneously. The tank is made of linear polyethylene by means of rotational moulding and equipped with a reinforced lockable lid and with filling plugs in aluminium for the diesel compartment and in polyethylene for the AdBlue® compartment.

Finally, Landini's range of accessories dedicated to fuels is completed by the **Diesel Kit**, an extremely compact portable diesel transfer unit, equipped with a battery-operated electric pump with 12 V or 24 V direct current motor.

Thanks to its compactness, reliability and ease of use, it is employed in all the cases in which the delivery or transfer of diesel fuel is required in safe conditions and when only a battery power supply is available.



FUEL TANK.

Fuel storage tank.

E-COMMERCE.

The online shop can be used on all devices.



THE LANDINI ONLINE SHOP IS BORN

Landini spare parts and promotional items can now be purchased online at <http://www.landini.it/shop>. The project started last February for the Italian market and will be soon extended to other markets.

To guarantee maximum usability, the web showcase is structured in an intuitive way with the typical catalogue form, allowing you to easily find the most suitable solution for your needs. Through the "online shop" menu of Landini.it website, customers can choose the product they are interested in

from the catalogue, indicating at the same time the preferred method for collecting the order, whether at their reference dealer without transport costs or with quick delivery directly to their home.

Landini is one of the first tractor manufacturers to have set up an online trading platform for agricultural spare parts, once again demonstrating the company's strong focus on innovation and customer satisfaction, without neglecting the involvement and development of its distribution network.

NEW "BLUE ICON" CAP

To celebrate the success of the "Blue Icon" version of the tractors, featuring an exclusive look with metallic blue paint and black rims, Landini has created a dedicated, limited edition cap.

The colours of the cap and the original double perforated fabric that combines blue and black recall the special livery and make the item a limited collector's edition.



LANDINI BLUE ICON CAP

Limited Edition
P/N: 6698972A1



**EVERYONE IS PLANNING A BETTER FUTURE.
WE HAVE BEEN BUILDING IT SINCE 1884.**

Innovation in itself is not a value. It becomes so when it is an expression of the talent and passion that drive humanity to dare to push the world forward and build a better future. Since 1884 Landini tractors have been trailblazers in agriculture, offering the most advanced technological solutions. Because innovation is a race without a finish line.

Landini®

Passion for Innovation.



Landini is a trademark of Argo Tractors S.p.A.



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