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Unique Tractor Experience Awaits Farmers at the MATE

Billings, Mont. -- Billings Farmhand, Inc. will do more than let farmers kick the tires of the new Massey Ferguson 8650 high horse-power, row-crop tractor during their visit to the MATE in February. The staff at Billings Farmhand will give them a virtual tour of the entire design process that makes this tractor, and others in the series, an answer to their needs. Designed from the ground-up with farmer-directed concepts, the Massey Ferguson 8600 Series tractors are like no others on the market today.

"I want anyone who will be buying a tractor now or in the future to see how the MF8600 series was designed and built," says Jason Smith, sales manager at Billings Farmhand. To do this, he is bringing a 53-foot mobile display trailer to the MATE. Inside, visitors will view the virtual build of the tractor from the chassis through the engine, transmission, rear axle, cab and sheet metal. Provided by AGCO, the parent company of Massey Ferguson, the display trailer is part of the "Experience a Tractor Revolution" road show that is touring across the United States and Canada through 2010.

"Visitors will get to sit in an actual cab of the tractor and experience what is like to operate the machine in the field," explains Smith. "They can also view a fully functioning transmission enclosed in a glass showcase." The heavy-duty continuously variable transmission, known as CVT, coupled with industry-exclusive Dynamic Tractor Management, allows operators to experience infinite speed control delivered without shifting, jerking or delay in traction power.

"The features found in the 8600 Series are perfect for row-crop, tillage and haying operations," says Smith. In addition to being able to control tractor speed while maintaining constant PTO output, the new tractors also sport a clean four-post cab structure with more than 67 sq. ft. of glass. It is the roomiest and quietest cab in its class at 71 dBA's. Another feature, like Visionary Control Arm Technology, puts all controls at the operator's fingertips and is seat-mounted to move with the operator.

The staff at Billings Farmhand has and will undergo more factory directed training and will be joined by factory representatives at the MATE in order to answer any questions producers have about the new tractors. Technical questions about how the 8600 Series meets tougher upcoming EPA standards (DEF technology) without compromising power, productivity or operating costs will be answered.

The Tractor Revolution Trailer with its virtual tour will be a popular attraction at the MATE, and Smith encourages interested visitors to get to the Billings Farmhand booth early to arrange their tour. "We will work hard to get as many visitors and customers through as possible," he says. The MATE opens February 18 in the Expo Center at Billings MetraPark and runs for three days. Ag-producers can also contact Billings Farmhand prior to the show by visiting the store at 815 Mallowney Lane in Billings, or by calling (406) 259-4223.

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The Montana Agri-Trade Exposition (MATE Show) and the Home & Health Expo are owned by the Northern International Livestock Exposition (NILE). The MATE is held the third week of February and has a three day attendance of over 14,000 people. The NILE is a non-profit organization established in 1967 that is dedicated to the promotion of livestock, agriculture education, and respect of the western tradition. For more information contact the NILE office at 406-256-2495 or visit www.thenile.org.