



Photos by Lanny Copeland, MidAmerica Farmer Grower

E. J. Kehrer Farm Supply is the AGCO dealer out of Albers, Illinois. Pictured are owners Gene Kehrer (left) and his brother George Kehrer.

Massey Ferguson And Challenger Row Crop Tractors – Made In America

Production Expansion And Welcome Center Officially Open

REGINA LAROSE
MidAmerica Farmer Grower

JACKSON, MINN.

The AGCO Intivity Center grand opening was held recently in Jackson, Minn. AGCO also announced the opening of the 75,000 square foot manufacturing expansion which will bring the production on Challenger® and Massey Ferguson® high-horsepower wheeled row crop tractors to North America.

Intivity Center will offer an extensive collection of historical artifacts, many never before seen displays. Interactive displays demonstrate equipment technology in development at AGCO. The Intivity Center will be open to the public Monday through Friday from 9 a.m. to 4 p.m. and is expected to attract an estimated 10,000 visitors each year.

The manufacturing expansion will add more than \$17 million dollars and 200 jobs to the local economy. Professional, support and skilled manufacturing positions at the facility will rise to 1,050.

Martin Richenhagen, AGCO chairman and CEO, spoke at the ribbon cutting. "Today is a great day for AGCO, and we're thrilled to bring the production of Massey Ferguson and Challenger row crop tractors to North America for our North American customers and dealers."

"AGCO is proud to bring North American farmers the benefit of our global expertise in agricultural equipment,

and Intivity Center captures many examples of our efforts, both from the past and those we will be bringing to market in the future," he added.

Local equipment dealer John Heuer, Heuer Sons Implement Company, Cape Girardeau, Mo. was asked the AGCO expansion. Heuer's grandfather began business in 1919 and has been dealing with AGCO since it began in 1990.

"Heuer Sons Implement has acquired over 20 different AGCO related lines including, Massey Ferguson, Fendt, Gleaner, Hesston and Sunflower," said Heuer.

"Massey Ferguson tractors lead the class in technology, efficiency, fuel economy and productivity. The tractors have the Fendt CVT transmission, it is the world's only true CVT transmission with no clutch packs; nothing to wear out. It has the quietest cab in the industry. It also has its own AGCO power engines that utilize SCR emission technology."

Heuer was asked if 'made in America' was important to him and his customers. He replied, "it employs more American workers directly and indirectly. It also shortens the lead time from the order placement to the delivery of the tractor to the dealers lot and then to the customer; significantly shorter!!!"

REGINA LAROSE: Associate Editor, MidAmerica Farmer Grower

Heuer Sons Implement Company has over 20 different AGCO related lines and is located in Cape Girardeau, Missouri. Pictured are left to right, Denny Wessel, Mark Holzum, salesmen with over 50 years experience combined between them and John A. Heuer President of Heuer Sons Impl Co Inc.

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