

MTD enters into a cooperation agreement with Massey Ferguson

Massey Ferguson, manufacturer of branded goods and part of the AGCO family, is expanding its product range

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MTD Products AG (MTD), one of the leading manufacturers of powered garden equipment, has signed an exclusive cooperation agreement with Massey Ferguson (MF), manufacturer of branded goods and part of the AGCO Group. The cooperation covers the manufacture, supply and the service programme of a completely new product range. In detail: MTD is manufacturing lawn and grounds care equipment for commercial and private customers in accordance with the designs and specifications provided by MF. In Europe, the extensive range of products is distributed via the MF distribution network and under the MF label. Furthermore, MTD provides an extensive service programme for MF's customers and distribution partners – from sales advice to warranty processing. The new range rounds off MF's existing series in the lower category.

Peter Janssen, Chief Executive of MTD Products AG, describes the idea behind the cooperation: "Massey-Ferguson dealers can now provide their customers with a much wider range of products. This enables them not only to develop new classes of customers but also to build up a strong market position in the private and semi-professional sector at the same time."

Products for commercial and private users

Until now, Massey-Ferguson has primarily been known as a manufacturer of agricultural equipment for professional use – tractors, combine harvesters, loaders. Customers can now also buy equipment for their own private garden under the MF label.

The new collection of machinery initially comprises ride-on mowers and lawn tractors with additional extras such as side or rear discharge or special mulching kits; small compact tractors with side discharge; zero-turn mowers, i.e. zero-turn ride-on mowers or with mulching function; and a four-wheel drive multipurpose vehicle.

Diesel powered

MTD equips quite a range of machines with diesel engines: these include compact tractors, the commercial MF 60-28 ZT ride-on zero-turn mowers with side discharge which can be converted to mulching mode, and the MF 20 MD, a utility vehicle with two seats and four-wheel drive with a payload capacity of approx. 408 kg and a rear bed.

Petrol driven

Other special equipment in the new MF range of products is powered by petrol engines: a zero-turn mower, and lawn and garden tractors which are available with a wide variety of cutting widths and options such as side discharge, rear discharge or mulching deck.

Demanding amateur gardeners looking for commercial quality to care for their gardens will definitely find what they want in the new MF product catalogue. But professional users will as well be quickly delighted by the outstanding product characteristics of the new MF product range.

For any additional information, please contact us – we will be happy to assist you:

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