





ARGO TRACTORS

Quality Work. Quality Life.

A

B

L

M

V

N

TB

R&D

MP

GPW

AS

4.0

Argo Tractors is an important family-run industrial group that **designs, produces and markets** its tractors, services and components all over the world, backed by the technological heritage of brands that have left their mark on important phases in the history of agricultural mechanisation.

People are at the centre of our project. This can be seen in the commitment of Argo Tractors to respect the environment and to make work **safe and comfortable** for those who operate our products on the land and those who every day - in our factories - dedicate themselves with **passion** to constantly improving the **efficiency and performance** of our products.



ARGOTRACTORS

Quality Work. Quality Life.

- 2 Brands, Landini & McCormick
- 5 Manufacturing plants in Italy
- 1 Manufacturing plant in Brazil
- Full range of agricultural tractors from 50 to 340 HP
- Global presence in all the continents

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BRANDS



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McCORMICK

Power Technology.



Landini[®]

Passion for Innovation.



Argo Tractors footprint

North America
Duluth, GA

Production Plant
(Small assembly SKD)
Trading Branch
Parts Warehouse

Mexico
Silao

Production Plant
(Small assembly SKD)
Trading Branch
Parts Warehouse

Argo Tractors
Latam

Sales Office

Ireland
Shannon

Trading Branch

France & Belgium
Vaulx-Milieu

Trading Branch

Germany & Austria
Burgoberbach – Ansbach

Trading Branch

Poland
Słomczyn

Trading Branch

Spain & Portugal
Villamarciel
Valladolid

Trading Branch

Italy
Reggio Emilia

Headquarters
Production Plants
Trading Branch
Global Parts Warehouse

India
Chennai

Sales Office

Australia & New Zealand
Melbourne

Sales Office

Brazil
Contagem

Production Plant
(Assembly CKD)
Trading Branch
Parts Warehouse

South Africa
Kempton Park

Production Plant
(Small assembly SKD)
Trading Branch
Parts Warehouse

Turkey
Kartal

Trading Branch

Sales Office - 3
Trading companies - 11
Importers - 130
Dealers - 2500

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Production capacity

22,000

tractors per year

5.5%
of yearly
turnover
invested in
R&D

65%
tractor value
with components
internally
manufactured

2,000
Employees

6
Manufacturing
plants

2
Brands

11
Trading companies

3
Sales office

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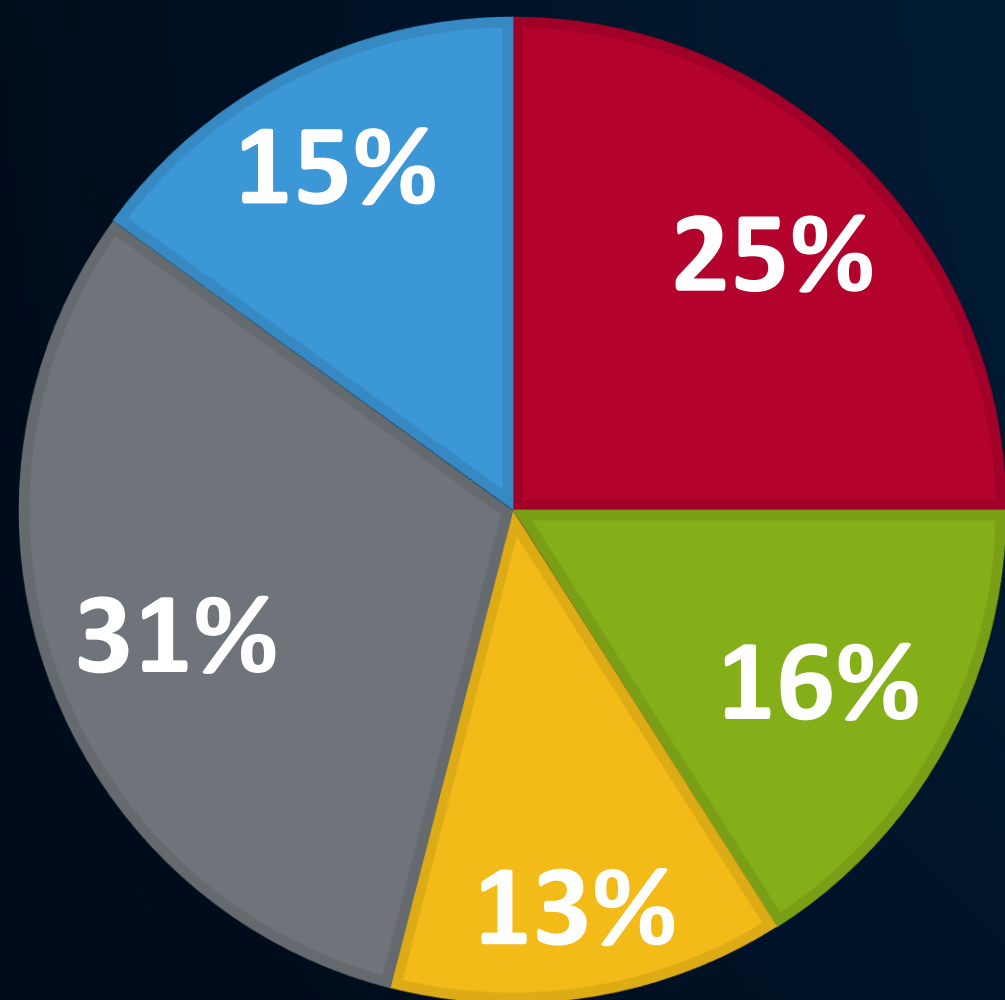
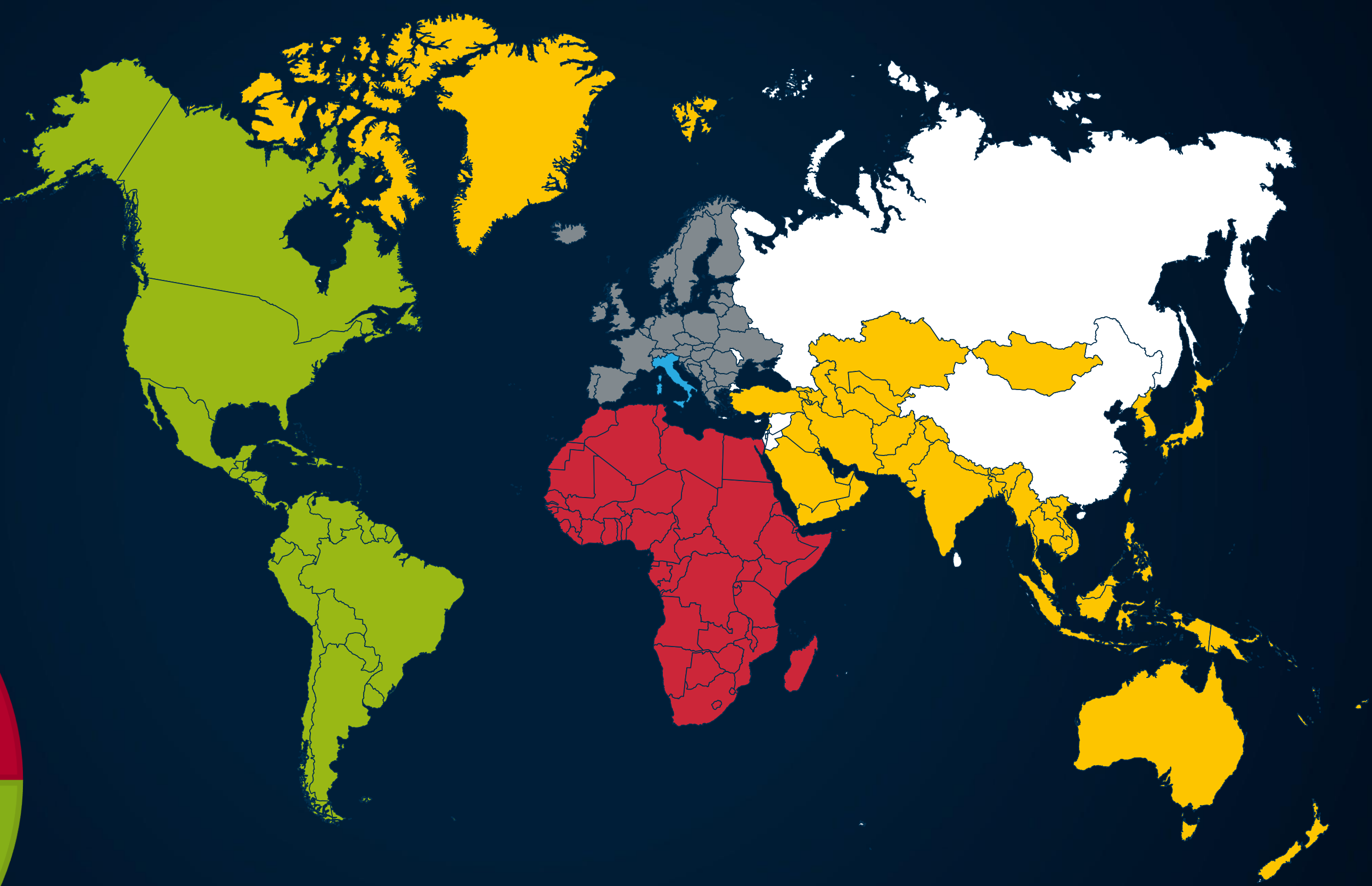
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Turnover Breakdown in Volumes



- Italy
- Rest of Europe
- America
- Africa
- Rest of the World



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ARGO TRACTORS, PROJECT OF SALES EXPANSION TO UAE & ARABIAN REGION

Argo Tractors distributes its tractors in Africa (excluding South Africa where it has its own sales branch) and in the Middle East through a network of importers who market tractors in their assigned territories and ensure customer service and spare parts supply.

Argo Tractors is the market leader in Tunisia, Morocco and South Africa and has a significant market share in the main countries of the African continent. In addition Argo Tractors has a well established presence in Yemen and has recently started a cooperation in Oman.

Argo Tractors is evaluating the expansion of the same business model to the Arabian Peninsula area and, at the same time, strengthen its presence in the East African markets.

Argo Tractors intends to put in place a project divided into phases and based on the implementation of the phase following the achievement of the objectives of the previous phase.



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ARGO TRACTORS, PHASES OF THE PROJECT



PHASE 1 : research for a commercial partner in the area for the distribution of Landini and McCormick tractors in the region. The potential partner must be organized to manage the import of tractors, their sale and the provision of after-sales services to end customers. It should be noted that Argo Tractors has in-depth expertise to support in the most appropriate manner any potential partners who intend to take up the challenge even if they have not yet gained experience in the industry.

PHASE 2 : entering into commercial agreements with the partner, defining objectives and starting the project.

PHASE 3 : implementation of the project through the supply of tractors and spare parts to the partner and subsequent introduction of the products into the markets of the region.

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ARGO TRACTORS, PHASES OF THE PROJECT



PHASE 4: upon achievement of the objectives set in PHASE 2, establishment on site of a suitable structure for the final assembly and testing of tractors destined for the area.

A project shared with the local partner for the assembly plant would be the preferred option.

The tractors would be shipped from Argo Tractors factories in SKD and completed on site.

PHASE 5: assuming a growth of the supply chain in the Middle East area and a consequent future availability of components produced in the region, progressive localization of the components and consequent increase in the value of local content of the tractors.

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