





Quality Work. Quality Life.

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 mechanization.

People are at the center 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.



Argo Group

- Holding Group
- Manufacturing Plants
- Sales Offices
- Trading Companies





IRELAND
Shannon
Trading Branch

GREAT BRITAIN
Doncaster
Trading Branch

FRANCE
Vaulx-Milieu
Trading Branch

GERMANY & AUSTRIA
Burgoberbach
Trading Branch

SPAIN & PORTUGAL
Villamarciel - Valladolid
Trading Branch

POLAND
Slomczyn
Trading Branch

NORTH AMERICA
Duluth, GA
Production Plant
Assembly SKD
Trading Branch
Parts Warehouse

ITALY
Reggio Emilia
Production Plants
Trading Branch
Parts Warehouse

MEXICO
Silao
Production Plant
Assembly SKD
Trading Branch
Parts Warehouse

TURKEY
Kartal
Trading Branch

BRAZIL
Contagem
Production Plant
Assembly SKD
Trading Branch
Parts Warehouse

AUSTRALIA & NEW ZEALAND
Melbourne
Sales office

LATIN AMERICA
Buenos Aires - Bogotá
Sales offices

SOUTH AFRICA
Kempton Park
Production Plant
Assembly SKD
Trading Branch
Parts Warehouse

INDIA
Chennai
Sales office

BRANCHES	12
SALES OFFICES	3
IMPORTERS	130
DEALERS	2500

BRANDS



Argo Tractors is engaged in
engineering, manufacturing and distributing

Landini[®]
McCORMICK



Passion for Innovation.

It is the glorious and historical Italian brand that designs and manufactures a diversified range of efficient and performing tractors, appreciated all over the World. Reliability, usability, constantly updated technology and a skillful aftermarket service, make the Landini tractors the optimal reply to all the field, farm and specialistic requirements.

Innovation Experience Easy to Use Italian talent
Good Price History Tradition
Exciting Friendly Specialistic Quality
Familiarity Efficiency Solidity
Reliability

Landini®



REX 4-120 Dynamic



AWARDS



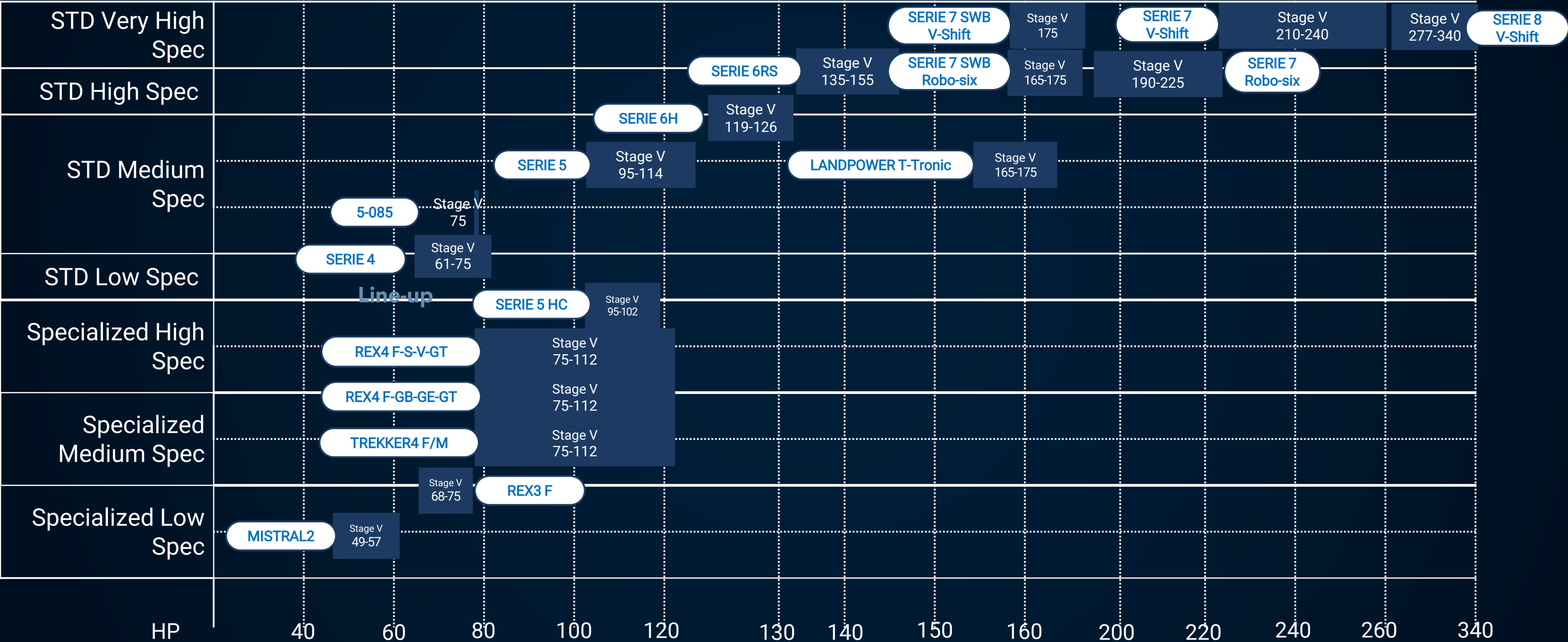
TRACTOR RANGE





Landini Product Line-up

HIGH REGULATED MARKETS



LOW REGULATED MARKETS





Landini product offering includes

A full range of factory-fitted or aftermarket front loaders
with mechanical or hydraulic self-levelling device





Landini Digital Solutions



LANDINI FLEET &
DIAGNOSTIC
MANAGEMENT



LANDINI FARM



LANDINI PSM
SYSTEM



LANDINI
EFFICIENCY PLAN





Power Technology.

With its tractor range at the top for technology, comfort and safety and with all the strength of its American origins, it acts as the absolute reference brand for highly performing products able to satisfy the most advanced expectations as regards the “global performance”.

High quality
Performance Powerful
Exciting
Advanced Solidity
High value
Technological Efficiency
Innovative
U.S.A. spirit





McCormick X7.624 VT-Drive Clever Cab



Smart Power Zero

Clever Cab

12" DSM Plus Monitors

AWARDS



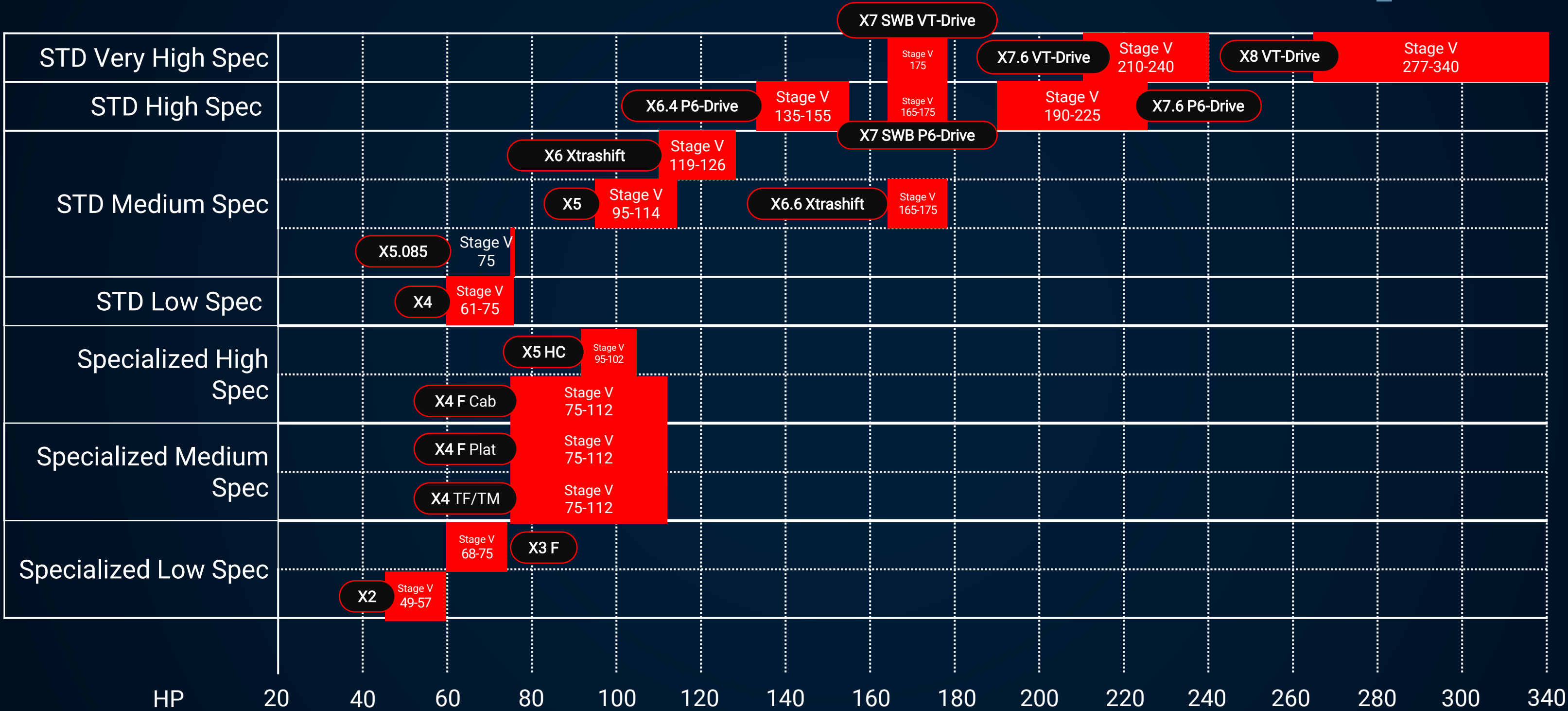
TRACTOR RANGE





McCormick Product Line-up

HIGH REGULATED MARKETS

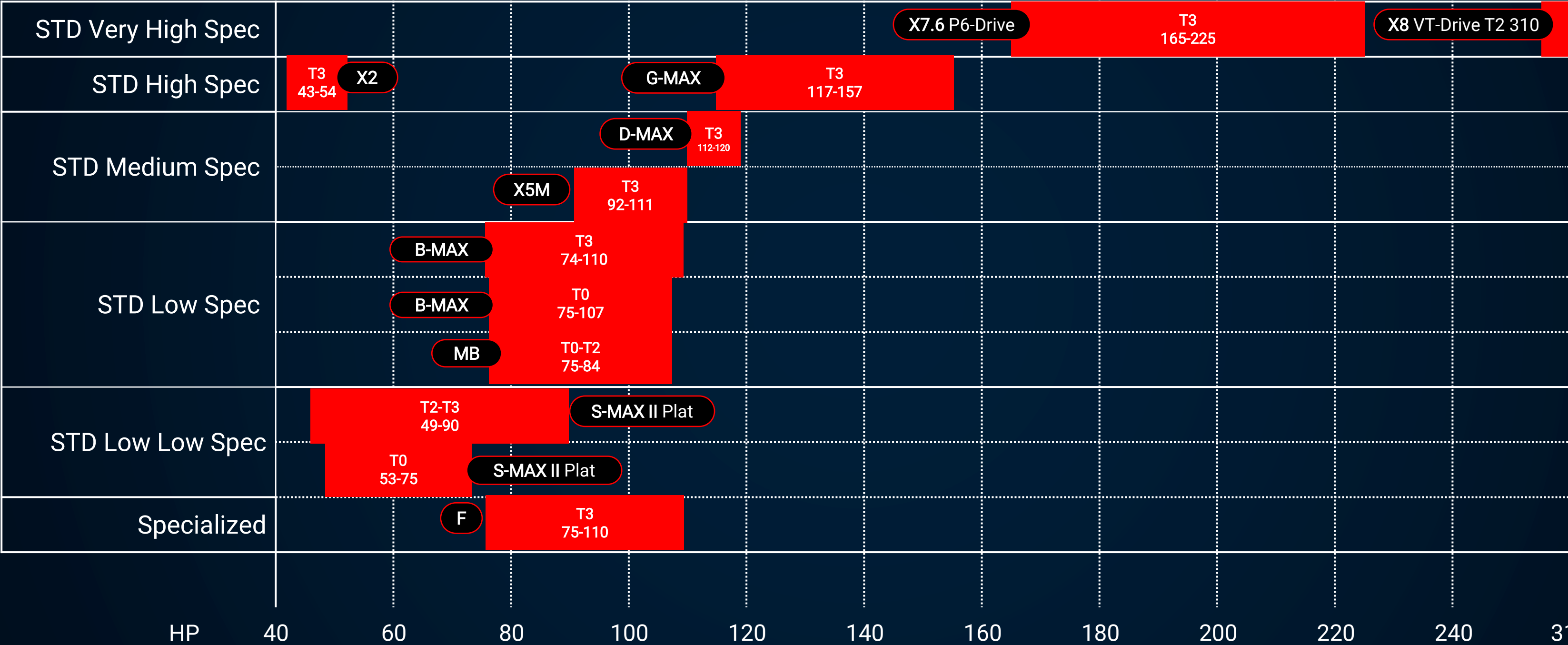


McCORMICK



McCormick Product Line-up

LOW REGULATED MARKETS



McCORMICK



McCormick product offering includes

A full range of factory-fitted or aftermarket front loaders
with mechanical or hydraulic self-levelling device



PRODUCT OFFERING



McCormick Digital Solutions

Digital Power.



McCORMICK
FLEET &
DIAGNOSTIC
MANAGEMENT



McCORMICK
FARM



McCORMICK
PSM SYSTEM



McCORMICK
EFFICIENCY
PLAN

DIGITAL SOLUTIONS

NUMBERS & SALES



20.000

Tractors per year
Production capacity

5%

of yearly
turnover
invested in
R&D

65%

Tractor value
with components
internally
manufactured

1.700

Employees

5

Manufacturing
Plants

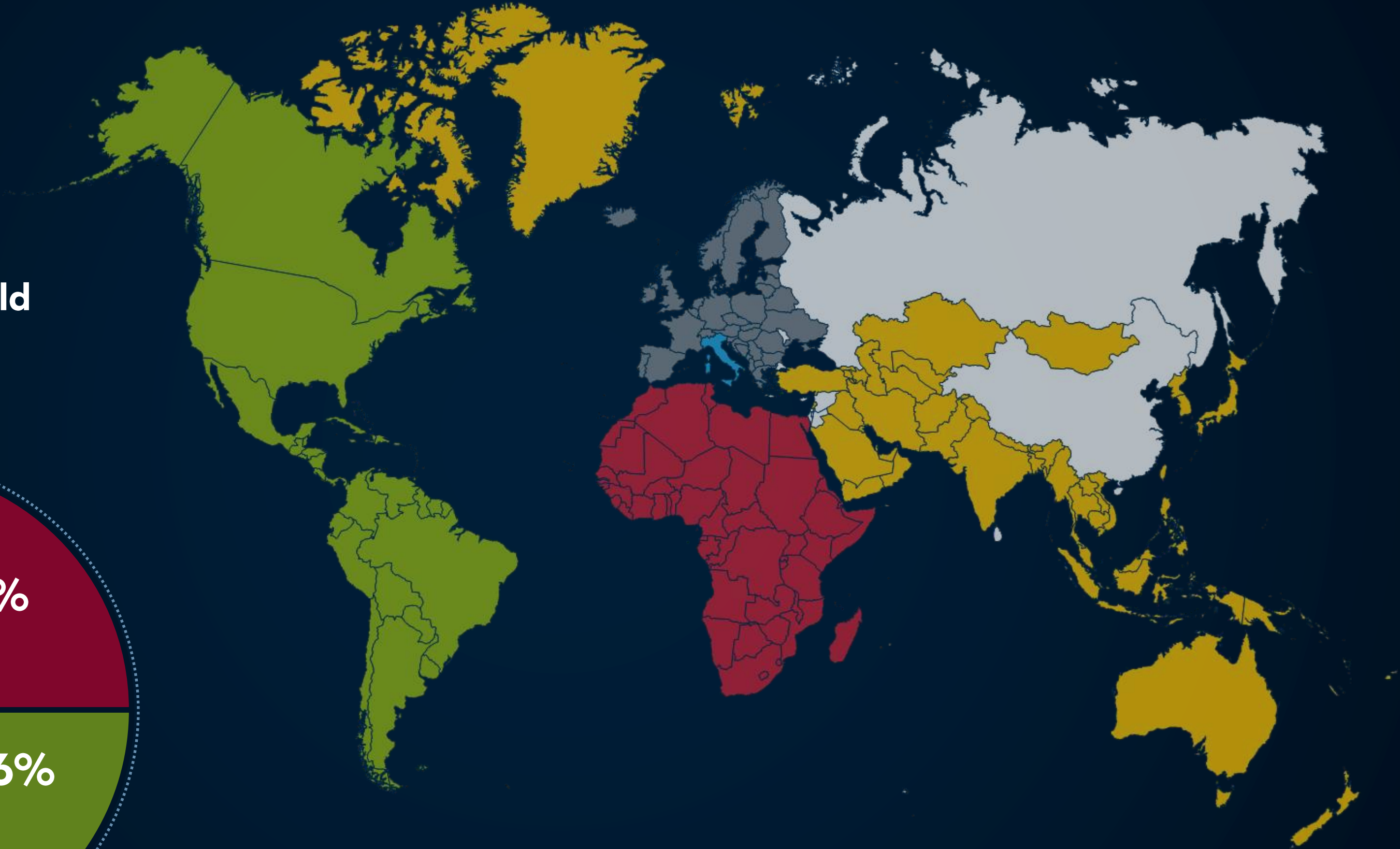
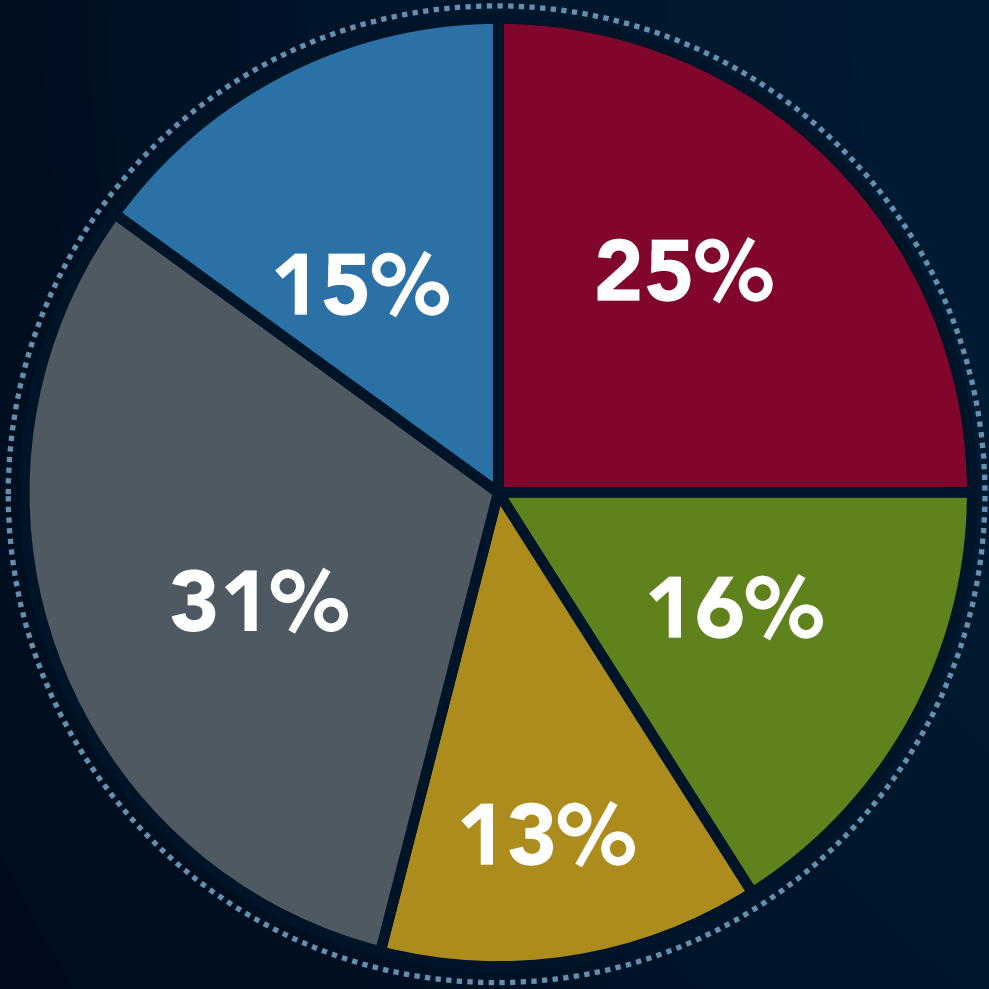
2

Brands

15

Branches

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



MANUFACTURING PLANTS



The land where passion comes alive.
The place where some of the world's leading
automotive and motorcycle brands were born and
continue to build the legend of speed.
Argo Tractors proudly manufactures in this valley of
excellence.



MANUFACTURING PLANTS

Argo Tractors is organized into highly specialized and integrated plants, all located in the Reggio Emilia area and no more than 20 km from the head offices.

TRACTORS & COMPONENTS

Fabbrico - Italy

Standard and Specialized tractors
50 units / day



TOTAL AREA
80.000 m²

COVERED AREA
60.000 m²



PRODUCTION



CABINS & PLATFORMS Fabbrico - Italy

105 units / day



TOTAL AREA
115.000 m²

COVERED AREA
15.000 m²



PRODUCTION



ARGO COLOR
Fabbrico - Italy

Hood and fenders painting
and assembly



TOTAL AREA
4.000 m²

COVERED AREA
3.000 m²



PRODUCTION



SHIPPING TERMINAL & TEST TRACK

Fabbrico - Italy

1,3 km test track



TOTAL AREA
55.000 m²



PRODUCTION

TRANSAXLE Campagnola - Italy

4 Assembly lines



TOTAL AREA
35.000 m²

COVERED AREA
13.000 m²



TRACTORS & COMPONENTS
San Martino in Rio - Italy

Compact and low-regulated markets tractors
55 units / day

Gears and components



Tractors & Front Axles

TOTAL AREA
50.000 m²

COVERED AREA
25.000 m²



GLOBAL PARTS WAREHOUSE San Martino in Rio - Italy



TOTAL AREA
35.000 m²

COVERED AREA
20.000 m²



PRODUCTION



Worldwide deliveries
in more than

100
Countries

Deliveries to all dealers
In Europe in less than

24
hours

First Fill

93%

Second Fill

98%

8

packing lines

200.000

urgent orders

600.000

order lines

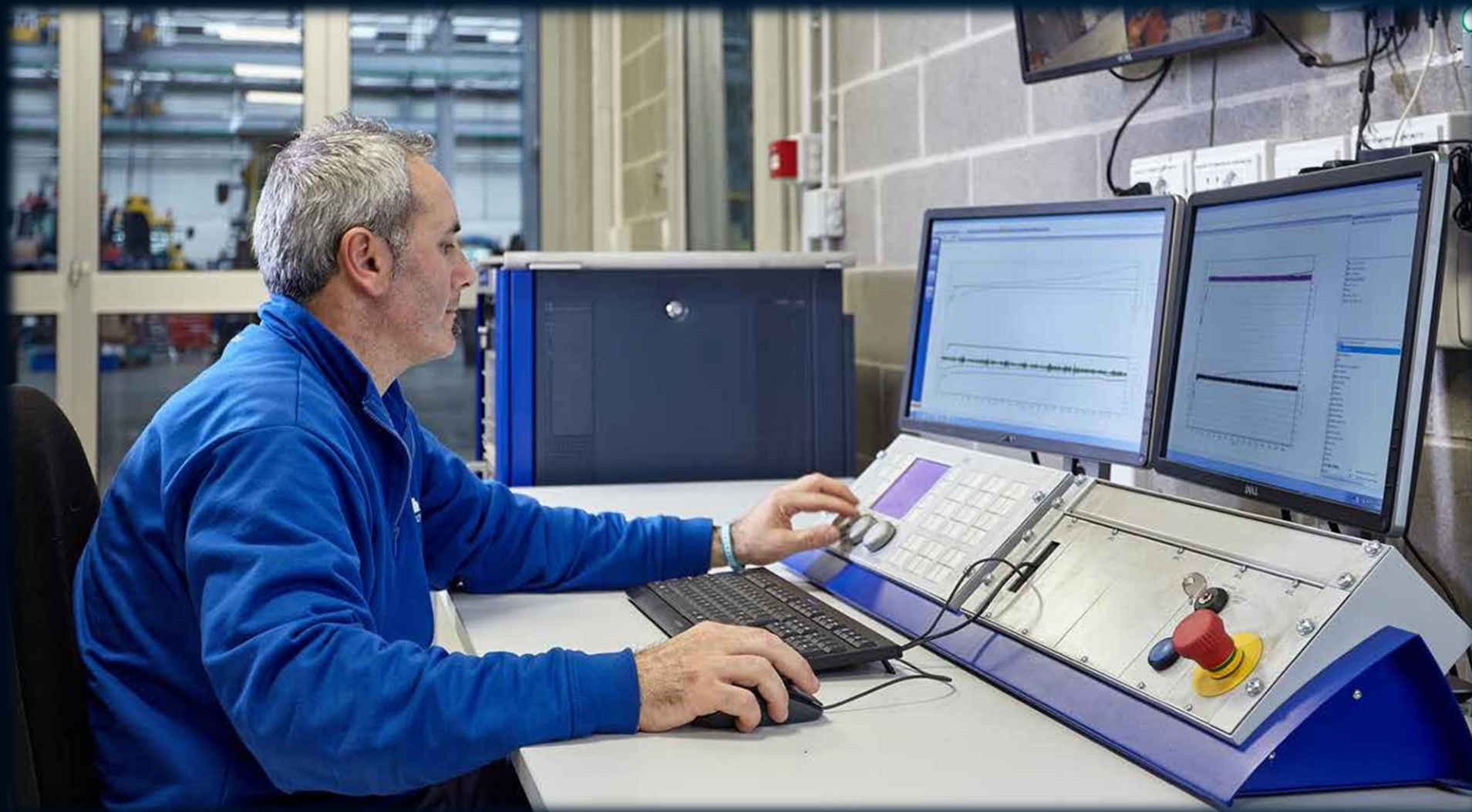
150.000

Boxes

R&D AND TRAINING

R&D Investment

160 5.0 %
Engineers of yearly turnover



Factory School

Dedicated instructors convey a culture of quality workmanship in tractor production processes.



ARGO 4.0

Distribution networks sales solutions

Communication

My Apps

Digital library

Dealer Web Site

Social Media

Sales

Tractor Configurator

CRM

Geomarketing

Aftersales

Electronic Parts Catalogue

Quick guide

Scheduled maintenance

Oil chooser

Thanks for Your attention.

