

AgroCentre gets a “high-six”!

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AgroCentre got six Crystal Grain awards from AGCO Corporation.



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AgroCentre gets a “high-six”!

AgroCentre won six Crystal Grain awards in various categories at the annual dealer conference arranged by AGCO Corporation in Moscow.

“The largest combine market share,” “The largest tractor market share,” “Dealer of the year,” “The best after-sales service,” “The best partner in retail financing” and “The best dealership” – this is the “modest” list of AgroCentre’s accomplishments distinguished by awards. The last-named award was the most pleasant and unexpected one. Last autumn, AgroCentre opened a modern service centre in Lipetsk oblast. By the way, this is one of the largest in Russia. Nowadays more than 50 farming enterprises not only in Lipetsk oblast but also in nearby



regions enjoy the services of the centre.

“We are truly happy that our partners rate our work so highly,” said Nikolay Ivanishchev, Director General of AgroCentre-Holding LLC. “Development of a service chain is one of the priority goals of the company. Today AgroCentre has over 12 service centres within Russia. We will continue improving our activity in service maintenance and opening new service centres in the regions we cover.”

By Anna BORDUNOVA

Tractor Girl



The team of Manon Ossevoord, a Dutch actress widely known as the “Tractor Girl,” covered 3,000 km to the South Pole on the Massey Ferguson 5610 tractor.

The travellers departed from the Novolazarevskaya arctic station and immediately had to pull through snow

obstacles that reduced their speed of advance. Nevertheless, the tractor managed to blaze a trail on the hard ice sheet.

The MF5610 tractor can operate under the most severe climatic conditions of the planet. Since the beginning of the trip, the MF5610 was named as “the most durable tractor of the Earth.” In fact, it is able to withstand extremely low temperatures

and break through heavy-going ice floes. It is challenging work to drive this tractor. Especially for travelling over hard arctic ice sheets, unique shock-absorbers have been installed in the tractor’s cabin. Those absorbers are a one-off edition and have no comparable counterparts. They provide a high degree of comfort for the drivers.





Russian farmers joined AgroCentre for a trip to France, where they visited the international agricultural show SIMA 2015 in Paris and a Massey Ferguson tractor manufacture plant. In a few days the Russian guests completed a university-level course in the latest agricultural inventions and achievements.

Guests of AGCO were impressed by an outstanding coming-out show. The company presented a new line of powerful Fendt 1000 Vario tractors designed in a new power range, from 380 to 500 hp. The tractor is equipped with a compact six-cylinder engine (12.4 l). The stepless Vario transmission has been upgraded. In spite of its impressive height of 3.6 m and considerable weight of 14 tonnes, the tractor is quick and manoeuvrable. Thanks to newly designed large tyres (2.35 m in diameter) and integrated VarioGrip system for tire pressure control, the tractor has become a real athlete. Now it can carry and operate wide-cut heavy attachments and tools. Fendt tractors of 1000 series will be available on the market at the end of 2015.

Vaederstad won an award in the Equipment of the Year 2015 category for one of its novelties, the Opus cultivator. It is equipped with a durable frame and is suitable for heavy duty work involving processing of multiple after-harvesting residues.

“Winning a such high prize is our pleasure!” said Christer

Stark, Chair of the Vaederstad Board of Directors. “We hope our new tillage machine will win the hearts of farmers as well.”

Kverneland presented its “smart machine.” The new FastBale baler got a silver medal for its unique capabilities. This is now the only roll baler with fixed chamber featuring continuous operation in the world which is able to pack the rolls as well. During 2015, the engineers of Kverneland are going to continue field tests and rework the baler taking into account the results of handling different agricultural crops. After that, new equipment will be brought to market.

Farmers liked new JCB 560-80 telescopic loader, six tonnes in

weight, with a boom reach of eight metres.

“Today we got a glimpse of the future of agriculture,” says Nikolay Ivanishchev, Director General of AgroCentre-Holding LLC. “It is our pleasure to see that in spite of very tough economic conditions on the agricultural equipment market, our partners keep moving in tune with the times and are creating new smart machines which allow us to work in the field effectively.”

Russian farmers visited the Massey Ferguson tractor plant at Beauvais, France where they had a chance to look over all the production processes. There the tractors of the fifth, sixth, seventh and eighth series featuring

power from 85 to 400 hp are assembled. Every day 62 tractors leave the assembly lines.

Victor Yeremtsov, Deputy Director General for Plant Growing of RusMolko MC LLC was visiting the SIMA exhibition for the first time:

“The variety of brands and novelties presented is really impressive,” says Victor Yeremtsov. “We have been cooperating with many companies for a long time. We have been working with Vaederstad equipment since 1997 and I want to note the outstanding quality of their tools. I became interested in the new Opus cultivator presented at the exhibition, and believe it could be the perfect choice for our enterprise. I think JCB loaders are the best in their segment. Advanced models presented at SIMA help to widen the range of operations. After my visit to the Massey Ferguson plant, I am absolutely convinced of the high quality of their tractors. Production is set to the highest level, meets high standards and features advanced technologies.”

By Anna BORDUNOVA





AGCO presents the Challenger RoGator 700, a new series of self-propelled sprinklers which replaces the famous SpraCoupe.

Addition to the Challenger family

The new RoGator 700 with a rod length of 24.4 m or 27.4 m is equipped with the economical engine AGCO POWER (175 hp) and the stepless HydroStar transmission. It automatically chooses the optimum speed and fuel consumption while operating in different areas of the field. An innovative independent pneumatic suspension system provides smooth running and minimum transfer of movement to the suspension rod, thus, operating speed is increased and

performance of the sprinkler is enhanced.

"The RoGator 700 is one of the most cost effective models. It consumes a mere 0.5 litre per hectare," said Aleksandr Usov, senior manager of the sales department of Kursk branch at AgroCentreLiski. "All the machines have a precise sprinkling system which, along with the NORAC system and automatic section de-activation, provides smooth distribution of fluid, without gaps and overlaps."

By Anna BORDUNOVA

This year JCB introduces new 560-80 loader to Russian market. This is most powerful telescopic loader featuring six tonne capacity, eight meters boom reach and scoop of five cubic meters in volume. As the specialists of AgroCentre noted, this is an excellent aid for either large livestock farms or grain farms.

JCB officers also mentioned that there are special offers for farmers including warranty extension to five years. They recalled that nowadays the smart LiveLink telematic system is part of the basic package of the loaders. This is a recent development that helps farmers and dealers record hours of operation, fuel consumption and data on the loader's operation. The system provides notifications on operating states of equipment and if maintenance is required

First hand

or not. All equipment related data are easy to review on the web-site using a mobile phone, for instance.

By Anna BORDUNOVA

The specialists of AgroCentre got JCB update first hand at training session organised at company's service centre in Lipetsk.



Opus #2015

The new Opus cultivator released in 2015 opens a Väderstad training session at AgroCentreLiski dealership in Lipetsk region (village of Khlevnoe). This new product is already available on the market.



Opus is a versatile and unique cultivator which tills down to 40 cm (15 cm deeper than its legendary counterpart, the TopDown). With tines spaced at 27 cm and distributed across four axles, and with soil clearance of 80 cm, the cultivator can handle large amounts of after-harvesting residues while keeping the traction requirement moderate.

“Opus is built on a very powerful frame that provides an enormous strength-safety margin even while operating on super-heavy soils,” said

Pavel Vilchinsky, Vaederstad product manager in Russia. “This machine provides excellent operation on any soil thanks to levelling discs with hydraulic adjustments and a unique set of chisels and moulds. I think this aggregate is going to become as popular among Russian farmers as TopDown and Carrier, the specs of which are being improved year by year as well.”

Carrier L and Carrier XL disc headers got larger diameters discs (up to 51 and 61 cm correspondingly) for more

neat and more deep tilling and compacting of stubble. The disc header has gotten a new “weapon” in the form of the CrossCutter Knife installed in front of the discs. The knife cuts remnants of vegetation and lies at 90 degrees to the direction of travel. This measure accelerates the decomposition process.

TopDown has also gotten new, more aggressive, edge-machined TrueCut discs which stay sharp and keep excellent cutting ability regardless of the wear-out rate.

“The training turned out to be very interesting and productive,” says Stanislav Sbrodov, manager of the sales department at AgroCentreLiski. “We went into each tiny detail and feature of the new soil-tilling tools by Vaederstad and also discussed the differences between them and the corresponding counterparts supplied by the competition. I liked the new Opus machine. It can actually replace ploughs. This machine is ideal for our soils. I am sure it will put down root on our farms.”

By Yulia SALKOVA

1,000 drills in two years

This week at the SIMA trade show in Paris a Tempo number 1000 was handed over to the French farmer Mr Paulie Michel.

Since its launch in 2013, Vaederstad has manufactured and delivered 1,000 Tempo drills to its customers. One of the key features and the background for this success is the pressurised seed transport, Power Shoot and Vaederstad E-Control system, which allows the farmer to control the machine via the wireless network with an iPad.

“The precision Tempo planter is unique in the marketplace

with its high precision at very high speed,” says Christer Stark, Chairman of the Board of Directors. “Many of our customers have had a great success with Tempo and we were very proud to present Tempo No. 1000 at the SIMA trade show.”

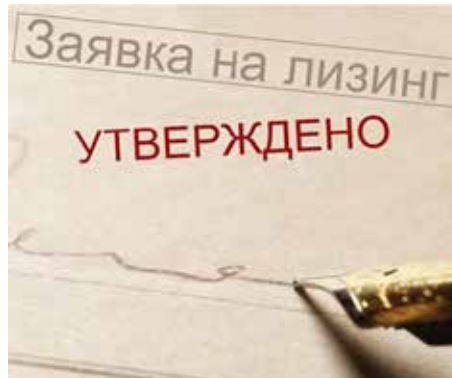
It took six years for Vaederstad to develop the precision Tempo planter intended for crops such as maize, sunflower and sugar beet.





Express leasing

AgroCentre is closely cooperating with the AGCO Finance Leasing Company on special leasing schemes for AGCO agricultural machinery. One of the latest features is the proactive processing of leasing applications.



Yulia Shubina, AgroCentre Financial Director, says that now it takes just one day to make a preliminary decision and from three to ten days to process an application and prepare the agreements.

“Many farmers are using the services of the AGCO Finance leasing program,” says Yulia Shubina, “They are purchasing agricultural equipment from Challenger, Massey Ferguson, and Fendt on favourable terms.”

The appreciation ratio of each leasing offer is calculated taking into account a series of factors, such as the amount of advance payment, the

leasing period and the payment schedule. Besides standard offers, there are special offers in some categories of AGCO equipment which make it possible to reduce annual average appreciation by 2-4%. Yulia Shubina says that annual appreciation of 2-4% in foreign currency schedules is possible. In case of ruble funding subsidised by AGCO, annual appreciation is 5-9% depending upon advance payment and the period.

For projects with a proactive application processing option, the actual funding threshold is set to RUR 15 million with a leasing period up to 60 months.

To minimise the time spent processing the application, the client should submit the standard set of documents comprising lessee questionnaire and accounting statements for the recent accounting periods, and single-tax declaration (the last requirement is applicable to small farming enterprises only). Key performance indicators of the agricultural enterprise – the area under crops, crop yields and farm animal production data – should be set down in the questionnaire. The areas of land plots owned or leased are also taken into account.

Specialists of AGCO Finance are working hard to reduce the time required for application processing by improving internal procedures and simplifying requirements on documents necessary to prepare the agreements.

“During recent months we have advanced quite a lot. Our processing speed has been increased by 30-40% on average,” says Yevgeny Astashkin, AGCO Finance Commercial Director in Russia. “We are doing our best to provide the most convenient leasing schemes for our clients.”

By Anna BORDUNOVA





Yury Zyabkin:

“Move on and never look back!”

Yury Zyabkin, AGCO Machinery Commercial Director in Russia, shares the company's vision on business development under current conditions, which are known to be complicated, and also gives some recommendations agrarians could follow to survive during challenging times.

About the Russian market

“The situation on the Russian market of imported agricultural equipment is quite tough. As the general economic situation in Russia has become more complicated, large farms and agricultural holdings are doing their best to economise by cutting investments where possible. Thus, they are not so enthusiastic about purchasing imported equipment as before. The US dollar and euro exchange rates are not stable yet and, actually, are quite high. This influences the prices of imported machinery and equipment. At the same time, the prices for agricultural products and corresponding profit margins of farmers remain practically the same. Sooner or later, this gap should be eliminated, and

the competitiveness of the imported machinery will not be hurt by increased exchange rates. Still, it is difficult to say when exactly this is going to happen. At the moment, large farms consider equipment purchases only in the most urgent cases, for instance, when they experience serious production problems which only high-quality, innovative equipment could deal with. By the way, this is a great opportunity for the domestic manufacturers to sell their products in greater amounts, as already happened during the crises of 1998 and 2008. Anyway, we believe we will make it up in our time.”

What the future holds

“Along with challenges, the crisis is providing good opportunities as well. Our

purpose is to take chances and get a shot in the arm. Naturally, we are experiencing a dip in sales and tend to reduce costs and expenses, as our competitors do. Nevertheless, we keep on the alert. Our point is rapid growth and development whenever possible. Our Russian localisation projects are still relevant. In 2015, we are going to exercise our best efforts not only to retain, but also to improve the company's market standing.

We keep thinking of our clients throughout the tough times. We have proposed a series of measures to mitigate the effects of economic shakeouts and fluctuations in exchange rates including fixed prices for most equipment and machinery models, extension

of the free warranty period for the Massey Ferguson tractors for a second year of operation, and special leasing terms and conditions provided, of course, by our partner AGCO Finance. Applications for leasing are being reviewed in proactive mode, literally, during the course of one day. Agricultural producers can not only get all required equipment on credit under favourable terms, but they also avoid increase in prices upon completion of the transaction and reduce expenses for repair during the second year of operation covered by free warranty. The year 2015 is apparently going to bring in new challenges. Still we are not afraid of difficulties and are ready to move on and never look back!”

By Anna BORDUNOVA

In sprawling handwriting



It often happens that non-domestic agricultural equipment is not suitable for the large and extensive Russian farms. This results in additional time and money spent on extra fuel, spare parts, etc. The capacious Gustrower machines (made in Germany) can cope with Russian spaces. Our farmers mark out their substantial advantages, such as versatility, conscientious design and reliability.

AgroCentre has been supplying Gustrower equipment since 2012.

As our clients note, the Gustrower GTU grain chaser bin is one of the most capacious on our market. In the model GTU 36, the maximal hopper volume is 36 m³, and it can be customised and increased up to 40 m³. It is easy to count how many KAMAZ trucks one can substitute with just one chaser.

Chaser discharge rates vary from 12 to 15 m³/min. The chasers feature high performance, along with careful soil treatment. Thanks to large-size tyres, pressure on the field surface is minimal. This helps to protect soil structure from crushing and also

reduces fuel consumption.

GTU chasers can be used for transportation of loose granular fertilisers, rape seeds, grain seeds, etc.

Maximal discharge height of the chaser bins of 4.7 m is also an important factor, since this feature provides convenient operation on slopes and high level roads.

The all-purpose Gustrower GDK fertiliser spreaders are the best choice for large farms both in terms of capacity and intelligence. These spreaders are compatible with all the systems used in precise farming.

Hopper volume depends upon the model and varies from 5 to 14 m³. In spite of

its considerable dimensions, the spreader moves around with grace and presses the soil very gently thanks to large diameter wheels, special heavy duty axles and a low centre of gravity.

As a scraper chain is used instead of the standard belt feeder, Gustrower GDK spreaders can be used for application of all kinds of mineral fertilisers, lime (dry or wet), dry bird-lime and compost. Maximum grip width is up to 40 m. Operating speed is up to 25 km/h.

Gustrower spreaders are equipped with their own hydraulic system, thus they do not overload the tractor's hydraulics.

Precision of spreading is nearly constant regardless of speed. Deviation is 1-2%. A special sensor detects speed variations within 1-2 seconds and the operation rate of the feeding scraper chain is corrected accordingly.

"The chaser is ingenious and simple," says Aleksandr Buzulukin, head of the sales order department at AgroCentreLiski. "Complicated settings are not necessary for switching from one material to another. This is truly the most efficient chaser among comparable machinery. This is the very appropriate choice for large and medium agricultural enterprises."

By Yulia SALKOVA

[AGROCENTRE RECOMMENDS]

We asked Sergey Sobolev, head of the sales department at AgroCentre-Zernovye Tekhnologii to give us some hints and tips for selection of a grain dryer.

Tip 1

To select a suitable grain dryer, one should clearly understand what portion of the harvest is going to be sent for drying. Daily yield of grains is also a very important factor. You need to know exactly the capacity of combine harvesters operating in the fields.

The grain dryer operation mode is also crucial. If a grain dryer is supposed to work continuously, not only in "heating-cooling" mode, you need to purchase buffer hoppers as well.

Tip 2

Carefully read grain dryer documentation. What has the manufacturer to offer? Often two grain dryers of equal specifications by different brands are offered at nearly the same price. But one manufacturer offers "just the bare machine" while the other provides a full package of accessory equipment. GSI grain dryers feature one of the most complete lines of accessory equipment.

Tip 3

Do not neglect high-tech! GSI was one of the first companies to introduce equipment for automated remote control of the drying process as the standard package of their grain dryers. For instance, there are computerised control panels with touch-screens which allow you to review records of processed grain and transfer data to USB and mobile devices. This feature helps you save time and optimise the process of decision making. High-tech equipment should be included in the basic package. This is very important, because separate purchases of such equipment could increase the prices by a factor of n.

'Can-do' approach in selection of grain dryer

Grain dryers make it possible to widen the scope of harvest work considerably. They help to condition grain and prepare it for further long-term storage. AgroCentre-Zernovye Tekhnologii Company recommends using tower and modular grain dryers by GSI, North America. The model range is wide enough. It is important to select the proper 'can-do' dryer.

**Tower-type GSI dryers:**

- vacuum exhaust from the main fans allows recirculation of heat from the cooling section; this ensures considerable gas economy
- large capacity (up to 450 t) allows you to use the dryer as a temporary store and aerator tower
- the fans are located inside the grain dryer, behind the grain columns, which reduces noise considerably
- grain dryer needs a minimal foundation, features minimal number of internal moving parts (the grain is flowing by gravitation), does not need much space for integration into the existing processing chain

GSI dryer details

GSI manufactures a massive number of modular grain dryers (capacity varying from 5 to 70 t/h). The dryers can run on different fuels such as natural gas, liquid propane and diesel.

Portable GSI grain dryers:

- optimal airflow is 5,200 m³/h per 1 tonne of grain
 - burner operates in two modes, "high"/"low"
 - patented grain inverters and accessories provide uniform drying of grains, control of speed and direction of grain flow inside the dryer basket
 - patented built-in pressure-sensitive screw-type Sidekick moisture sensor, allows you to monitor moisture content inside the grain flow
 - computerised control panel, full-colour touch-screen with USB slot provides simple visual control; there is also an additional WatchDog system to exercise control using mobile phones
 - low-noise axial flow fans, 1,750 rpm
 - galvanised panels, 600 g/m²
 - 5 automatically calculated modes of drying-unloading (including automatic burner switch-off at the given level and automatic calculation of unloading rollers' rotation speed)
 - larger perforation area of the "drying basket" comparing to the models by the other manufacturers
 - optimal length of the "basket" considering the air/heating ratio
 - additional systems for noise suppression and warm air recirculation (recovery)
- Tower-type dryers (capacity from 30 to 3,000 t/h) are used to dry grain on a scale of commercial elevators and large farms.

By Yulia SALKOVA

Dealers of the AGCO Corporation met at the Fendt tractor plant in Germany. They looked over the plant facilities and attended a presentation of new products.



In all its glory

The guests beheld the upgraded Fendt 936 Vario tractor in all its glory. Plant engineers say that about 60 modifications were introduced in the previous model in order to make the machine more efficient and productive. Vario hydraulic and transmission systems were upgraded. New strengthened internal housing was installed in order to make service life of the hydraulic pump substantially

longer. Tractor power was increased up to 360 hp. The best achievements of the new concept included cooling systems for engine lubrication oil and transmission gear oil, and also one-piece steel pistons featuring strength and long service life. New components of the engine, the upgraded CommonRail fuel system, and two turbo-compressors providing maximum torque in the wider

speed range, were introduced to widen functionality of the Fendt tractor and make it even more useful.

"This model can be employed for all kinds of work related to tillage. It can be used in the animal industry as well, for instance, with a tractor-towed loader," said Nikolay Kunitsyn, head of the sales department at AgroCentreLiski, "This year the upgraded Fendt tractor will

be available on the Russian market as well. The first tests will be carried out in the Central Black Earth Region."

The dealer representatives were invited to watch all the stages of tractor assembly on-the-spot, inside the manufacture workshops, where tractors of all series, from mini-tractors to powerful aggregates up to 390 hp, are assembled.

By Anna BORDUNOVA

Dangerous weapon of CrossCutter Disc



Vaerdestad CrossCutter Disc is the new cultivator attachment developed especially for cutting and crushing rapeseed stubble immediately after the harvesting. Cultivation using this attachment encourages fallen seeds to germinate and decreases risks of fungus diseases and pest contamination.

During surface cultivation, the CrossCutter Disc operates with a cultivator at speeds up to 20 km/h. At the same time, its pulling requirements are moderate and fuel consumption is not high. Time is short in the harvest season, and Carrier with CrossCutter Disc helps to process large fields very efficiently. You can cultivate the picked fields in the morning time, before harvesting hours.

If there are plenty of after-harvesting residues, it is recommended to have a straw harrow as a front tool in order to create optimal conditions for fallen seeds to germinate. If, on the other hand, weeds are a problem in the first pass, it is better to use a CrossCutter Knife, as this intensifies the dispersal and also contributes to further crushing the stubble.

[FEEDBACK]

The ingenious is always simple!

Challenger 9800 Single Disc pneumatic drills are perfectly suited to soil treatment using any type of technology, be it zero, minimum or traditional. Reliability and simplicity in operation, such are additional advantages of the drill besides of its adaptability on the job. Nevertheless, the major merit of the drill is its perfect seeding precision.



The secret of precise seeding is ingenious and simple. The key lies in design of the tool featuring the employment of opposed single discs that raise and move the soil between two 15 cm rows. The soil loosened by opposed discs is moved back to the roll-on wheel which levels and compacts the furrow soil. Such soil removal prevents compression of the side wall and keeps the furrow from cluttering with stubble, all of which promotes sprouting well.

“The guiding wheel of the Challenger Single Disc drill is installed not close to the disc, but a little behind,” says Nikolay Kunitsyn, head of the sales department at AgroCentreLiski. “The wheel does not bend stubble down, into the seed bed, as most other brand drills do. Thus, there are no obstacles for proper seed embedding.”

The operator can control seed and fertiliser introduction without leaving the tractor cabin by using the on-board computer. The Challenger 9800

basic model has sensors for monitoring the batcher shaft operation, bin filling level, batcher fouling, machine movement speed and fan rotation rate. The seeding area and seed consumption counter controls the work process with a very high degree of accuracy. Moreover, the operator doesn't have to leave the cabin to change the operating mode since he can control disc pressure via the computer, not manually as on most other similar machines.

AgroCentre supplies these drills with different grip width (9 m – CH 9830-30, 12 m – CH 9830-40, 15 m – CH 9850-50, and 18 m – CH 9850-60), and with grain hoppers of various volumes (9,800; 11,805 and 18,500 litres).

Vladimir Zakablukov, Deputy Technical Director of Krasnoyarskaya Zernovaya Kompaniya JSC, Belgorod oblast:

“We have purchased the Challenger Single Disc drill (12

m) from AgroCentre. This year it is going to open the third harvest season already. For the previous two years of operation, about 7,500 hectares were seeded using this machine. We like the way it works. We operate it at a speed of 12 km/h (which is not the limit, but our agronomists tend towards over-security and prohibit us to approach the thresholds). Nevertheless, this is the most efficient drill among the others available on our farms. We seed either by stubbling-in or employ minimum till. The quality of seed embedding is perfect. One can assess it by the quality of the fields, which are smooth, without any gaps.”

In the opinion of a technician, the drill is reliable and simple in operation. It takes half the time for setting and adjusting compared to counterparts from other brands. The design of the seeding apparatus is so simplified that it leaves no space for a malfunction!

By Yulia SALKOVA



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Tyre MICHELIN AGRO 600/70 R 30 152D
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More details are at all servicing centres of the AgroCentre Group of Companies or at our site www.agrocentr.ru in the Special Offers section

Scan QR code to get to the Special Offers page

Announcements

March

Training at AGCO factory, Italy

April

Demo-tour of the Fendt 936 tractor to the Central Black Earth Region, Russia

April — May

Demonstrations of agricultural equipment in the Central Region and in several oblasts of the Central Black Earth Region and Urals Federal District



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79-a Radishchev Street, Kursk, 305004,

tel. +7 (4712) 39 26 60

news@agrocentr.ru

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