

AGROЦЕНТР News

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farm machinery building at
Agritechnica 2019**



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Jamais content!

The favourite phrase of JCB founder Joseph Cyril Bamford has transcended time and become the mantra for the employees of the company propelling the firm from a small garage to a machinery manufacturing giant.

AgroCentre, one of the leading JCB dealers in Russia, embraces the philosophy of the brand.

'We have been cooperating with JCB since 2011', says Nikolay Ivanishchev, Director General of AgroCentre-Holding. 'It is a pleasure to deal with the professionals who put their hearts into their work. Farmers all over the world, including Russia, value JCB's ability to constantly improve their machines staying one step ahead of the growing demands of the industry. In 2019, AgroCentre sold over 180 units of high-quality JCB machinery.'

Shortly before the New Year, a group of AgroCentre's clients and employees went on a trip to JCB production facilities in the village of Rocester, Staffordshire, England. The visit started with a tour of JCB World Headquarters, 'The Story of JCB' exhibition, the World Parts Centre and the production line of telescopic handlers.

'The JCB production lineup is updated annually', comments Aleksandr Logvinov, Head of Kursk branch of AgroCentreLiski, 'and we want our clients to be the first to learn about the novelties. Improved JCB 532-70 and JCB 542-70 telehandlers featuring an all-new next generation cab and an increased load capacity of 3.2 tonnes and 4.2 tonnes, correspondingly, will be

launched into the Russian market soon. I am sure, the updated models will become popular with farmers.'

The majority of parts and components of JCB machines are manufactured in-house, which means that they are fully integrated and the machines stand out for their top assembly quality.

'JCB carries out hot testing of all the models in the lineup,



rigorous software testing and a number of obligatory inspections of attachments prior to dispatch', says Vyacheslav Kalinin, Head of Altai Branch of AgroCentreZakharovo.

According to Sergey Zakharov, a regular client of AgroCentre, a JCB machine is an indispensable helper. At his farming enterprise in Kursk oblast, a JCB 541-70 telehandler works hard all day long: it loads grain, removes waste, handles different materials and does a great job with forks attached.

'Now that I have seen the stringent quality control at all production stages, I have no doubt whatsoever about absolute reliability of the JCB equipment', states Sergey Zakharov, Farming enterprise manager. 'Special thanks to JCB and AgroCentre for the excellent organisation of the trip!'

Owners of JCB machines all over Russia speak highly of the machinery performance. At Novotykmansovskoye farm in Altai krai, the JCB 531-70 telehandler functions faultlessly. These days, it is engaged in snow removal at the premises of the enterprise as it has been snowing a lot in Altai recently. However, there is always plenty of work in other seasons — the core businesses of the company are pulse and legume crop production on the area of 6,000 ha and dairy farming.

'We are happy that we once opted for the JCB 531-70', says Aleksandr Tarasov, Deputy Director of Novotykmansovskoye farm. 'The unit has a high lift capacity and power, and it is capable of handling heavy workloads.'

The AgroCentre's targets set for 2019 have been reached. However, the company will continue striving for excellence in 2020.

By Darya DENISOVA

Dedication and professionalism

AgroCentreZakharovo opened a repair and maintenance centre in Yaroslavl oblast in 2012 to provide the local farmers with much needed technical support. Since then, the facility has serviced thousands of machines. This year, the centre is being reconstructed and upgraded to ensure a higher level of services provided.

The renovation will be completed soon. Currently, the servicing area is being reequipped and workshops are being insulated to create a more comfortable

working environment for the technicians. The upgraded centre features new diagnostic and service equipment and an extended spare parts stock

with a weekly replenishment schedule.

‘Our primary goal is to prevent, on any account, machine

downtime’, says Viktor Ovchinnikov, Executive Director of Yaroslavl branch office of AgroCentreZakharovo. ‘We are constantly improving the way we do our job to address the farmers’ needs as quickly as possible.’

Vasily Finogeev, Director General of Krasny Mayak farm, knows how efficient AgroCentreZakharovo works from his own experience. At the beginning of the growing season, one of the tractors on the farm was broken down. The complex repair took the specialists just 24 hours. After that, the machine went to the fields and worked flawlessly all season long. Vasily expressed his gratitude to AgroCentreZakharovo praising the genuine professionalism of the company’s employees.

In 2019, the dealership serviced over 300 agricultural machines. Today, the centre is ready to take machinery for winter repairs.

By Anna BORDUNOVA

United by a common goal

For the second time in a row, AgroCentreLiski jointly with Horsch has organised Christmas Evenings for the farmers of the Central Black Soil region. This year’s event welcomed over 70 attendees.

The activities of the first day were held at the Horsch production facility in Chaplygin district of Lipetsk oblast. The guests had a tour of the factory, where they saw seeding and tillage machines. Apart from that, the farmers visited a huge storage terminal, which is regularly restocked with spare parts. The visitors emphasised that all the manufacturing processes were organised with German precision.

On the second day, the event was hosted by AgroCentreLiski service centre in Khlevnoye, Lipetsk oblast. Viktor Lawrence, Horsch Sales Director for Eastern Europe, delivered a welcoming speech. He elaborated on the most popular machines and the novelties, which would be introduced

to the Russian market in the spring.

The 8-metre Maestro 8 DV planter with a single disk coulters for fertiliser application will soon turn up in the fields. This equipment is designed for small farms and performs well with tractors under 150 hp. Another novelty is the Pronto MNT seed drill with

a three-section hopper for planting seeds and applying microgranular compounds and liquid fertiliser.

The special guest Joseph Stangel, a German agronomist and consultant, presented a lecture on fertiliser application and plant protection. He talked about the best tillage practices and advised on how to increase yield while reducing costs.

‘We are so glad that events like this spark such an enthusiastic response from the farmers’, says

Sergey Lomantsov, Executive Director of AgroCentreLiski. ‘It is an excellent opportunity to discuss the challenges the agricultural industry faces with the people united by a common goal. The demand for modern machinery is growing and the farms are building up their fleets year after year. As custom-tailored approach is an integral part of AgroCentreLiski’s policy, events of this kind help the company to better understand the customers’ needs.’

By Anna BORDUNOVA





AgroCentreZakharovo was no exception. Following the tradition, the company participated in Siberian Agrarian Week and showcased its best machines including the Massey Ferguson 7718 tractor.

The model is equipped with the Dyna 6 robotic transmission and a six-cylinder AGCO Power engine having a capacity of 165-175 hp. Innovative solutions ensuring comfortable and efficient performance of challenging tasks are what

gives Massey Ferguson tractors an edge over their competitors.

'In Kemerovo oblast, the demand for Massey Ferguson tractors is particularly high', points out Anton Bliznyuk, Head of Novosibirsk branch of AgroCentreZakharovo.

'This year, local farmers have purchased six machines of this make.'

AgroCentre also presented the Horsch Tiger 4MT cultivator, an expert in processing maize stubble. The machine is good at loosening the soil to

Off-season brings the tide of change

Siberian Agrarian Week, an international agricultural trade show, was held in Novosibirsk from 27 to 29 November. More than 270 companies from 35 regions of Russia and eight countries of the world took part in the biggest farming event beyond the Urals and demonstrated their cutting-edge technologies and brand-new products.

a depth of 35 cm due to the heavy two-row DiscSystem. The four-bar frame design with an 85-cm frame height provides excellent block-free passage of the cultivator.

'In 2017, we made our first purchase from AgroCentreZakharovo', says Vladislav Beresnev, Manager of Tomskiy Farmer enterprise. 'Currently, we have a Massey Ferguson 7624 tractor, a Kverneland 3632 FT mower conditioner and three Kverneland balers, and all

the machines have proved to be highly effective. We are actively developing, so, in the future, we expect to further improve our technologies with AgroCentreZakharovo.'

At the trade show, hundreds of agricultural producers examined AgroCentre's exhibits. While some farmers were only taking a closer look at Massey Ferguson and Horsch machines, the others were ready to sign a contract right away.

By Viktor BARGOTIN

Powerful beasts

AgroCentreLiski has taken part in Harvest Days 2019 festival held in the Republic of Adygeya. The company presented its flagship machinery to local farmers. By the end of the show, Raduga Agricultural Cooperative had placed an order for three Massey Ferguson 6713 tractors.

The Massey Ferguson 6713 tractor appeals even to the pickiest farmers. The machine is dependable, easy to operate. It boasts high performance combined with low fuel consumption and a comfortable cab.

'The Massey Ferguson 6713 with the output of 130 hp is rated as a versatile category 2 drawbar tractor', says Sergey Lushnikov, Head of Krasnodar branch office of AgroCentreLiski. 'AGCO engineers designed the machine to accomplish multiple tasks however challenging the conditions.

There is a special offer for the model till the end of the year. I believe, the price will be a most welcome surprise for the farmers.'

A Massey Ferguson 7715 tractor with a front loader was also on display at the exhibition. As opposed to the 6713, this machine with

a 150 hp engine is a more powerful beast. Coupled with a mounted implement, it can tackle a wide range of tasks and the functions of some other machinery on a farm.

Many farmers wanted to learn more about the after-sales service that the company provides.

'Half a year ago, we launched a new branch office of

AgroCentreLiski in Krasnodar area', says Sergey Lushnikov. 'Our service engineers carry out scheduled and emergency maintenance. They respond at first call addressing all the customers' repair and diagnostic needs. We stand shoulder to shoulder with the farmers facing a problem and try to stay alert 24/7.'

By Anna BORDUNOVA





Massey Ferguson takes Kuban by storm

Krasnodar has hosted YUGAGRO, the 26th international trade fair for agricultural machinery and equipment, which offered local farmers a wide choice of the latest novelties in farming.

It was the first time AgroCentreLiski took part in the trade show presenting its bestsellers and unique cutting-edge machines manufactured by Massey Ferguson, a worldwide brand of AGCO Corporation.

'In Krasnodar area, AgroCentreLiski has been running the business since May 2019', said Sergey Lushnikov, Head of Krasnodar branch. 'AgroCentreLiski is the only company in our region and the Adygeya Republic that sells a virtually full range of Massey Ferguson machinery — we have a lot to offer the Kuban farmer.'

The Massey Ferguson 9330 — a bang up-to-date sprayer — was introduced to the domestic

market by AgroCentreLiski in association with AGCO. The machine combines unique components and innovative solutions. In the course of various field trials lasting for more than 10,000 hours, the novelty proved itself an efficient and reliable helper.

The Massey Ferguson 9330 sprayer is powered by the distinguished AGCO Power 66CW3 6.6 litre 200 hp engine, which is designed especially for heavy-duty operations. Due to its high torque at low revs, the machine reaches the optimum speed at 2,000 rpm. The sprayer has a 1.65 m clearance and is suitable for carrying out various

farming tasks without the risk of tipping over. The track width is hydraulically adjustable from 2.8 to 3.4 metres.

AgroCentre's display would not have been complete without the flagship machinery of the brand. In Krasnodar, the dealer showcased three gems — a Massey Ferguson 6713, 7715 and 8737 Series tractors. These all-rounders are very popular with Russian agricultural producers since such machines are a unique solution for both small farmers and large-scale holdings setting ambitious goals.

'We started collaborating with AgroCentreLiski not so long ago', said Igor Tsaranov,

Head of AgroFresh farming enterprise. 'The dealer maintains our Massey Ferguson tractors. Technicians quickly remedy machinery failures and the required spare parts are always available at the warehouse so an issue is never a cause for concern. We appreciate the company's professional approach to their work, that's why today we are negotiating the purchase of two Massey Ferguson tractors — the 6713 and the 7715. Of course, we considered alternative options, but AgroCentreLiski and Massey Ferguson are one step ahead of their competitors.'

'We see great potential for Massey Ferguson in Kuban', continued Sergey Lushnikov. 'This year, we have sold 10 units within a few months, which speaks of a high demand for Massey Ferguson machinery in the market. Besides, there is a prospect of increasing the scope of the service we do in this region through Massey Ferguson's predecessor — Challenger. Many local farms still use Challenger machines and we would only be happy to do the maintenance.'

YUGAGRO trade fair was a success for AgroCentreLiski. Thousands of guests flocked to the company's booth where they got acquainted with the latest Massey Ferguson machinery. According to the specialists of Krasnodar branch, at least four machines are going to be acquired by Kuban farming enterprises in no time.

By Viktor BARGOTIN



Agritechnica – a source of inspiration!

Hannover has housed the world's leading agricultural trade show Agritechnica 2019, a meeting point for the agricultural industry experts, machinery manufacturers and farmers. AgroCentre's clients had a unique opportunity to visit the show and learn about the latest innovations in farm machinery building.

Agritechnica 2019 welcomed 3,000 exhibitors from 50 countries and about half a million visitors.

'We never miss a chance to visit the key trade show in the agricultural industry', says Nikolay Kunitsin, Sales Director, AgroCentreLiski. 'It is the major site for displaying the world's best agricultural

showcased the Fendt Ideal 10T combine harvester. Instead of a steering wheel, this unique machine is controlled with a joystick on the left armrest. This revolutionary concept brought AGCO a silver medal of Innovation Award.

The Fendt Ideal 10T is a new product continuing the 7, 8 and 9 Series lines.



innovations. Agritechnica never fails to provide the most important and up-to-date information to both our clients and us.'

One of the must-visit destinations for AgroCentre's clients was the booth of AGCO Corporation. The company

The machine boasts increased horsepower (790 hp), a grain tank with up to 17,100 l volume and 210 l/s discharge rate. Depending on the condition of the material, the grain tank can hold from seven to ten tonnes of grain and can be fully unloaded



within just 81 seconds. The machine will be launched onto the Russian market in four years.

'This is my fifth time at Agritechnica', says Aleksandr Stebnyuk, Head of Stebnyuk farming enterprise (Voronezh oblast). 'The trade show showcases thousands of excellent machines, and every farmer can find something to their liking. For example, we are looking into buying a Massey Ferguson 8 Series tractor, which will be our third Massey Ferguson machine – in addition to the 6713

and 7724 tractors already operating in our fields.'

JCB showcased both the time-proven bestsellers and innovative products, including the JCB 30-19E electric Teletruk. Previously, the machine was available with diesel and LP Gas-powered engines. The machine is noiseless and produces zero emissions, which allows indoor operation. The maximum lift capacity of the Teletruk is 3 tonnes, the capacity at 2 m boom reach is 1,900 kg. The unique boom is what distinguishes the Teletruk



from its competitors ensuring minimum use of space during loading and unloading.

Another product which added to the popularity of the JCB booth was the JCB Fastrac tractor, which can operate at an unprecedented speed of 167 km/h – an absolute record for tractors in Great Britain. The company is currently working on an even more powerful machine to set a world record and demonstrate the outstanding engineering talent of JCB.

‘We have 14 JCB loaders on our farm’, says Anatoliy Medvedev, Deputy Director General of Agrofirma Goodwill (Altai area). ‘Most of them are JCB 531-70 mini-loaders, the world’s champions in terms of efficiency and reliability. ‘We visit dedicated trade shows together with the AgroCentre team on a regular basis and every time add some new machine to our fleet. We are interested not only in tractors and harvesters but in tillage and crop care equipment as well.’

‘Each of our clients has their own view on farming technologies’, explains Nikolay Kunitsin. ‘Some of them prefer zero and minimum tillage, others stick

to conventional practices. Our suppliers offer a full range of machines catering to all tastes. All machines displayed at Agritechnica are in high demand.’

AgroCentre’s clients also visited the booth of Horsch. All products manufactured by Horsch are tested at the company’s own farms and only then launched onto the market. Horsch machines save time ensuring gentle soil tillage and high yields.

Excellent performance, guaranteed reliability and uncompromised quality are the key features of this brand.

Oleg Timokhin, Head of Krasnaya Zvezda farming enterprise (Oryol oblast), came to Agritechnica to look for cutting-edge machines to keep up with the modern farming practices.

‘The event is permeated with the spirit of innovation!’ shares Oleg Timokhin. ‘Manufacturers showcase their products on an impressive scale. I have been a regular visitor of Agritechnica since 1999 and after each visit I bring back home a lot of invaluable knowledge and know-how. Our company is constantly developing and



implementing state-of-the-art technologies together with AgroCentre. One of the most important trends in modern agriculture is cutting down

Currently, Tomskiy Farmer has a Massey Fergusson tractor and three round bale wrappers. Two years ago, the farm purchased several Kverneland



production costs. We are starting to look into smart farming technologies, and high-tech machines are essential for their successful implementation.’

Vladislav Beresnev, Chairman of Tomskiy Farmer farming cooperative (Tomsk oblast), visited Agritechnica for the first time.

‘I am planning to upgrade the machinery fleet, so I have come here to learn about the innovative technologies and know-how’, says the farmer. ‘We are a young and ambitious enterprise. Currently we farm 1.5 thousand hectares but we are not going to stop at that. The powerful machinery supplied by a reliable dealer will help us to improve and develop.’

forage harvesting and handling implements.

‘We have excellent quality feed now’, says Vladislav Beresnev. ‘Previously, we operated domestically manufactured machines. We used to have more machines than now, but their performance was four times worse. This summer, with Kverneland machines, we harvested three thousand tonnes of the highest-quality hay within just three weeks. Our client, one of the largest robotic farms in the region, is very happy. And we are happy to work with AgroCentre – they deliver any necessary part within just a few hours and provide superb service!’

By Tatyana IGNATENKO
and Viktor BARGOTIN



The more JCB loaders – the better



Vladimir Fomenkov, Head of Sovetskaya Rodina farming enterprise, has bought a perfect gift for the 70th anniversary of his company – a new JCB 434S front-end loader.

Sovetskaya Rodina was established in 1950 by merger of three collective farms – Druzhba, Obyedinenniy Put and Put k Sotsializmu. After the merger, the land of the enterprise amounted to 5,000 ha and the herd size exceeded several thousand head.

Vladimir Fomenkov joined the enterprise twenty years later. At that time, the young engineer could not even imagine that one day he would manage Sovetskaya Rodina.

'In 1972, I graduated from Azov-Black Sea Engineering Institute of Mechanisation of Agriculture', recalls Vladimir Fomenkov. 'After graduation, I was assigned to work for Sovetskaya Rodina. I was young

and craving for change, so moving to Belgorod oblast did not cause any problem, and the work at the new place inspired me from the very first day.'

Today, Sovetskaya Rodina owns 12,000 ha of land and employs 400 people. The enterprise is engaged in beef, dairy and crop farming. The total herd



size is 6,500 head, including 2,000 lactating cows. Four farming operations produce 40 tonnes of milk per day.

'Our company has improved considerably over the past few years', continues Vladimir Fomenkov. 'And AgroCentre has contributed a lot to this improvement. A few years ago, we made one of the best decisions – to purchase a reliable and versatile JCB 434S front-end loader. At that time, we had two loaders: a Chinese and a Russian one. The machines were ageing and could not cope with all the work we needed them to do.'

We asked AgroCentre for help, and they suggested holding a demo-show of the JCB 434S loader on our farm. We ran the machine for a couple of days and unanimously decided to buy it. Within the last two years, our "black and yellow worker" has done two thousand engine hours. We use it for silage compaction, manure loading and unloading, construction works, snow removal and road levelling in winter.'

In the run-up to the 70th anniversary of the enterprise, the management team has decided to purchase one more JCB 434S. The enterprise is growing and developing, and one loader – no matter how powerful and versatile – is simply not enough.

We are very happy with the machines', concludes Vladimir Fomenkov. 'We are grateful to AgroCentre for their timely help and advice, prompt repair services and individual approach to every client. Due to our extensive growth, we are planning to continue upgrading our machinery fleet together with AgroCentre.'

By Viktor BARGOTIN



Unprecedented versatility with JCB

The JCB Telemaster TM310 was the first articulated machine with a telescopic boom released onto the Russian agricultural machinery market, which shortly afterwards became a hit with the farmers. In response to the widespread recognition, JCB has expanded the lineup with two new telescopic wheeled loader models, the TM320 and the TM320S.

The machines feature a unique design. The JCB engineers have been able to unite the features of a wheel loader with the benefits of a telescopic handler.

‘The JCB TM320 and TM320S combine the well-proven articulation frame joints, which ensure manoeuvrability, high power and increased towing ability of a wheeled loading shovel, with the reach and lift versatility of a telehandler’, comments Sergey Dorofeyev, Sales Manager of AgroCentreLiski Kursk branch.

Across the model range, the tough, inverted U-shaped boom pressing features fully welded closing plates for extra strength and is mounted into a heavy-duty loader tower.

‘The units are virtually invincible’, continues Sergey Dorofeyev. ‘The heavy-duty centre joint carries both vertical and horizontal loadings

for maximum durability and rigidity. The high-strength axle mounts provide maximum support and rigidity for the purpose-designed JCB axles.’

The JCB optional hydraulic rear tow hitch further increases machine versatility whilst

its fold-up design prevents grounding when working on gradients or uneven ground. The under-machine protection plates shield the engine and driveline from impact damage. The lift capacity of both models at the full lift height of 5.2 m is 3,200 kg. The major differences between the JCB TM320 and TM320S lie in the engine capacity – 97 hp versus 108 hp, hydraulics output of 140-litres/min and 160-litres/min and a six-speed JCB Powershift transmission with 40 km/h gearing, with TorqueLock in gears 4 to 6 versus TorqueLock in gears 2 to 6, correspondingly.

The boom end damping function reduces shock to the operator and the machine itself. The units are designed to be operator-friendly. The carriage and the hydraulic lock allow attaching implements directly from the cab. The TorqueLock system and the joystick-mounted manual gear change enable the operator to shift gears, speed and direction quickly and easily. Thanks to the intuitive control and intelligent features, the JCB TM320 and TM320S ensure unsurpassed operator comfort and efficiency.

By Anna BORDUNOVA





Buy nice or buy twice!

The main goal of AgroCentre is to ensure uninterrupted operation of the machine and maximum profit of the client.

Opting for the genuine!

Genuine spare parts are manufactured exclusively from the best materials under strict quality control. Modern technologies ensure excellent performance, perfect compatibility with the machine and guaranteed quality of the parts and consumables throughout the entire useful life. Purchasing so-called 'gray' spare parts or installing genuine spare parts yourself or at a service company which is not an authorised dealer is an ill-judged and economically inefficient decision.

A genuine spare part installed by an authorised dealer with the use of genuine oils and lubricants ensures that you will get a warranty for both the part installed and the work performed by the dealer. If a spare part is installed by unqualified people, it will be more susceptible to wear and tear and might lead to more expensive repair and a longer

machine downtime in the future. Non-genuine spare parts are of low quality and do not meet the requirements in relation to surface treatment, biases and fit type set by the manufacturer. Besides, they create additional load on the machine thus reducing the overall capacity and economic efficiency. 'Gray' spare parts cannot hold the lubricant, which leads to scratches and faster wear of the contacting parts. Thus, one bad part will make you replace several parts.

In some cases, mechanic and electronic calibration is required after installation. This work can only be done at an authorised dealership centre by a qualified technician, which has required tools and can access necessary software.

RP – upgrade your machine at the manufacturer's cost

The leading farm machinery manufacturers are constantly

improving the quality, reliability and safety characteristics of their products. For this purpose, manufacturers implement the Rectification Programmes (RP), which include replacement of parts and consumables and installation of software at the factory's cost. The programmes are valid during both the warranty and post-warranty period for the machines constantly serviced by authorised dealers.

Priority to authorised dealers

Dealers place a focus on regular training and improvement of skills of their technicians, therefore, a qualified service technician is well-versed in machinery servicing, competent and armed with the most modern tools. Every year, dealers invest amounts comparable to the annual cost of education at the most prestigious universities in the country in staff improvement. Service centres are equipped with state-of-the-art software allowing prompt identification of errors in the machine's electronic systems. The dealer not only bears financial responsibility for the quality of

the supplied spare parts and consumables and the work performed by the technicians but also risks its reputation if something goes wrong.

Schedule is the key!

Scheduled preventative maintenance always costs less than urgent repair works in the field. During the scheduled maintenance work, an authorised dealer also does a number of tests and checks the key parameters. Upon completion of the scheduled maintenance, the dealer provides its qualified opinion and recommendations on the use of the machine and a plan of further maintenance events. The maintenance is performed after the end of the field season to prepare the machine for the next year's work, prevent further deterioration of parts, exclude breakdowns in the field, schedule necessary repair works and perform them in the shortest time possible.

Thus, the dealer helps to create the required conditions for efficient operation of the machine, increasing its service life, reducing repair costs and improving the quality of service.

AGROCENTRE RECOMMENDS

Discounts and special offers save your money

We recommend keeping track of special price offers, taking advantage of seasonal, early order and bulk order discounts and concluding semi-annual or annual service agreements, which ensure lower prices for spare parts and priority dealer services.

Throughout the year, the dealer and the manufacturer make a number of special offers. In order not to lose time trying to stay up to date with the latest offers, ask your dealer to include you into its mailing list. You can also sign-up for the dealer's or manufacturer's newsletter on the dealer's website.

Trust the dealer

Some machines work with the telemetry system, for example, JCB machinery has a free standard five-year contract for telemetry and remote control. In this case, the farmer or

his employees do not have to spend time finding out when the machine needs to be serviced. The dealer will follow the maintenance schedule and timely remind the farmer of the planned maintenance date.

Remember: it is important to keep the machinery maintenance journal throughout the entire service life of the machine! If the machine is not serviced at an authorised dealership facility, the information on the maintenance and repair works is not recorded, which leads to a considerably lower cost of the machine in the used machinery market. Keeping accurate record of the repair and maintenance history, you ensure a higher selling price for the machine in case of direct resale or resale via trade-in. Regular maintenance at an authorised dealership centre gives the client the right to benefit from the loyalty programmes implemented

Example: Tyumen office of AgroCentreZakharovo:

JCB engine, 20,000 engine hours, factory-installed honing head, 90% of the time serviced by an authorised dealer, timely maintenance and repair with the use of genuine parts and consumables. The first capital repair: cost of spare parts – 62,357.75 rub. (without service fluids). Downtime: 6 working

days. Estimated next capital repair: after 30,000-35,000 engine hours (in case of official dealer services).



by manufacturers. These programmes ensure discounted prices for genuine spare parts and expensive repair works in the post-warranty period.

In the end, genuine spare parts and authorised dealer services enable farmers to cut

maintenance costs, prevent emergency cases, increase the service life of the machine and its residual value.

*By Aleksey GRIGORYEV,
Certified Engineer,
AgroCentreZakharovo CEO*

JCB engine, 9,500 engine hours, maintained and serviced independently (not by an authorised dealer). First capital repair: cost of spare parts – 240,000 rub. (without service fluids). Additional costs: 40,000 rub. (reboring of the block, the bush bearing, camshaft basis and crankshaft). Downtime: 11 working days. The capital

repair in this case will not give an effect of a new engine and will lead to a considerable reduction of the remaining service life of the engine. Estimated next capital repair: after 15,000-17,000 engine hours. It is highly probable that the expensive block will have to be replaced.





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For more details please visit us at AgroCentre Group dealership or our website www.agrocentr.ru in Promotions

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Announcements

January-February

Customer trip to Horsch manufacturing facility
Germany

February

Customer trip to AGCO Corporation plant
China

11-13 February

Guestrower machinery training
DEULA Academy, Germany

March

Training on Horsch equipment and technologies
for dealer sales representatives
Germany

12+

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