





**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 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.

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R&D

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GPW

AS

4.0





- A
- B
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- R&D
- MP
- GPW
- AS
- 4.0

# Argo Group Structure

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





# 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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# Brands



Argo Tractors is engaged in engineering, manufacturing and distributing:

*Landini*<sup>®</sup>  
**McCORMICK**

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# **Landini**<sup>®</sup>

## **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.

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



Landini®

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# REX 4-120 Dynamic



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# Landini Tractor Range



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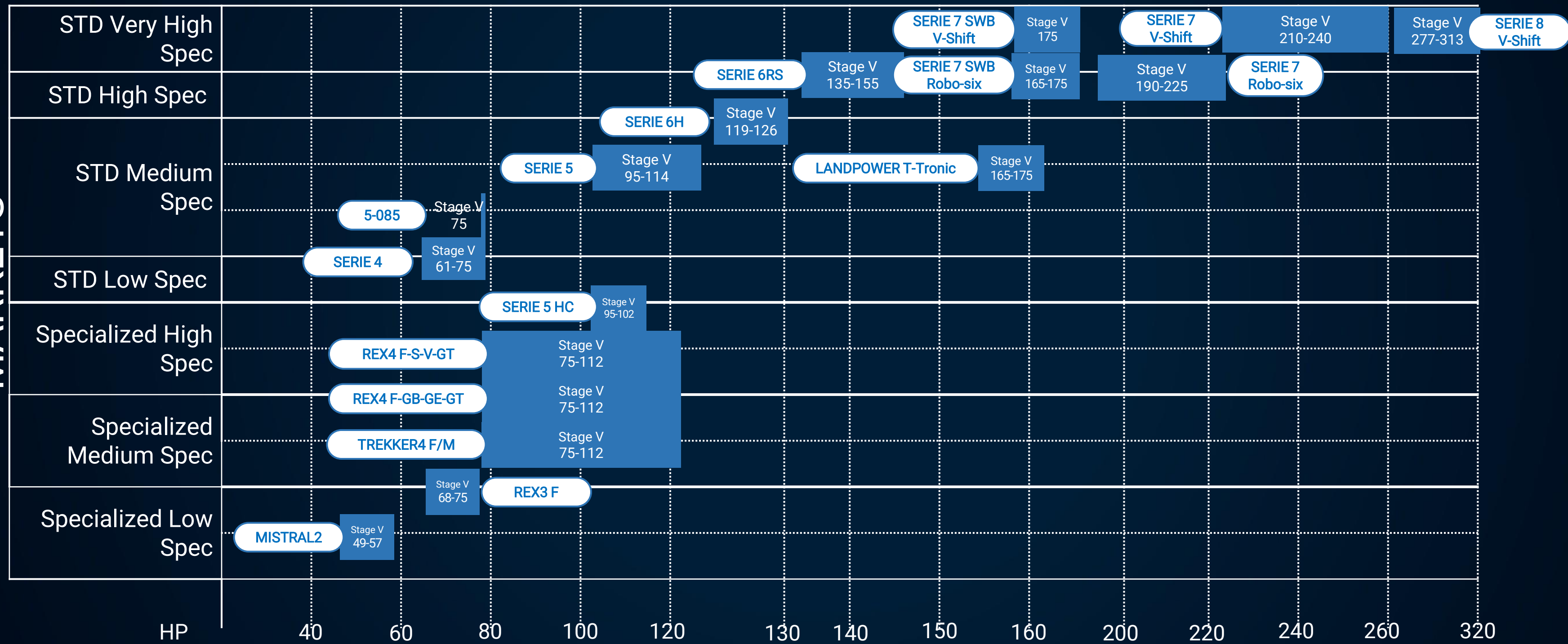
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# Product line up Landini

HIGH REGULATED  
MARKETS



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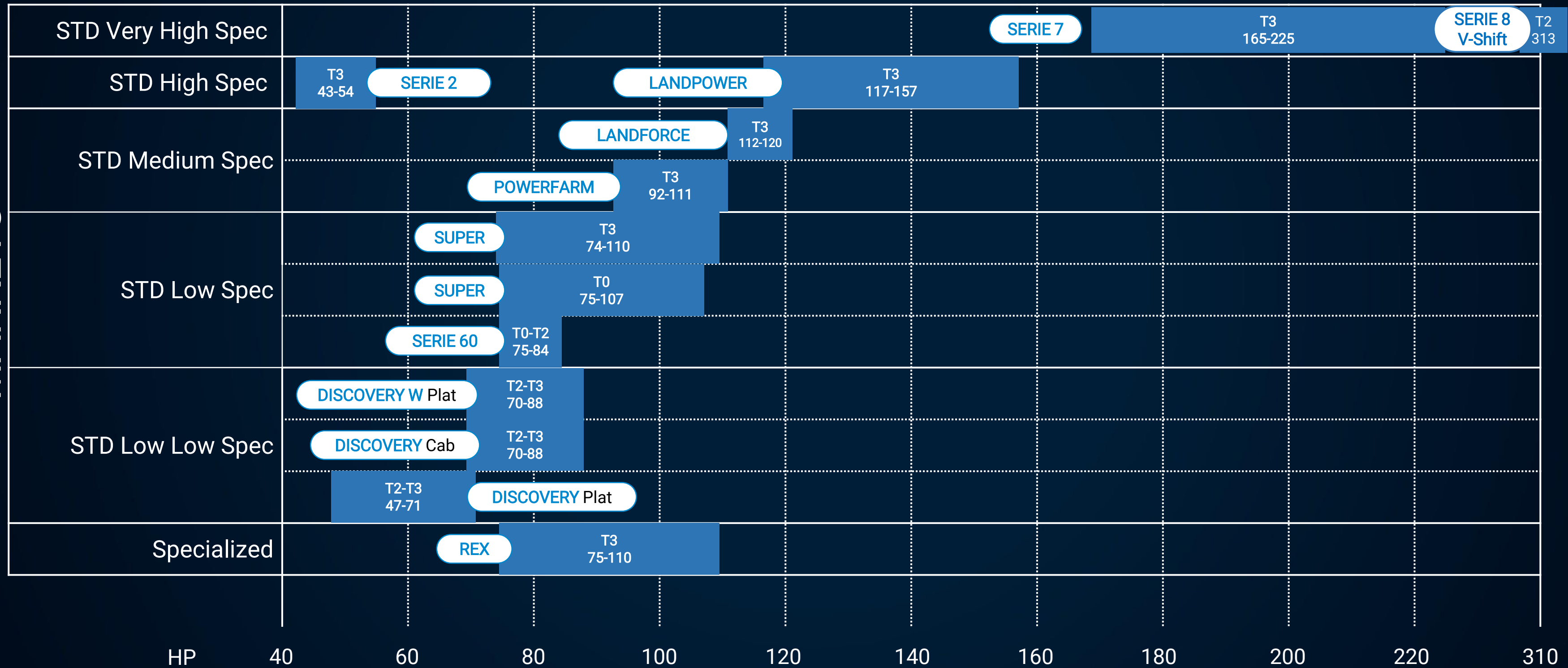
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# Product line up Landini

LOW REGULATED  
MARKETS



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# Landini product offering includes:

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



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# Landini Digital Solutions:



LANDINI FLEET &  
DIAGNOSTIC  
MANAGEMENT



LANDINI FARM



LANDINI PSM  
SYSTEM



LANDINI  
EFFICENCY PLAN



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**McCORMICK**  
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”.

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



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..... McCormick

# McCormick X6.414 P6-Drive



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# McCormick X5 P3-Drive



TRACTOR OF THE YEAR® 2024  
BEST UTILITY  
WINNER



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# McCormick Tractor Range



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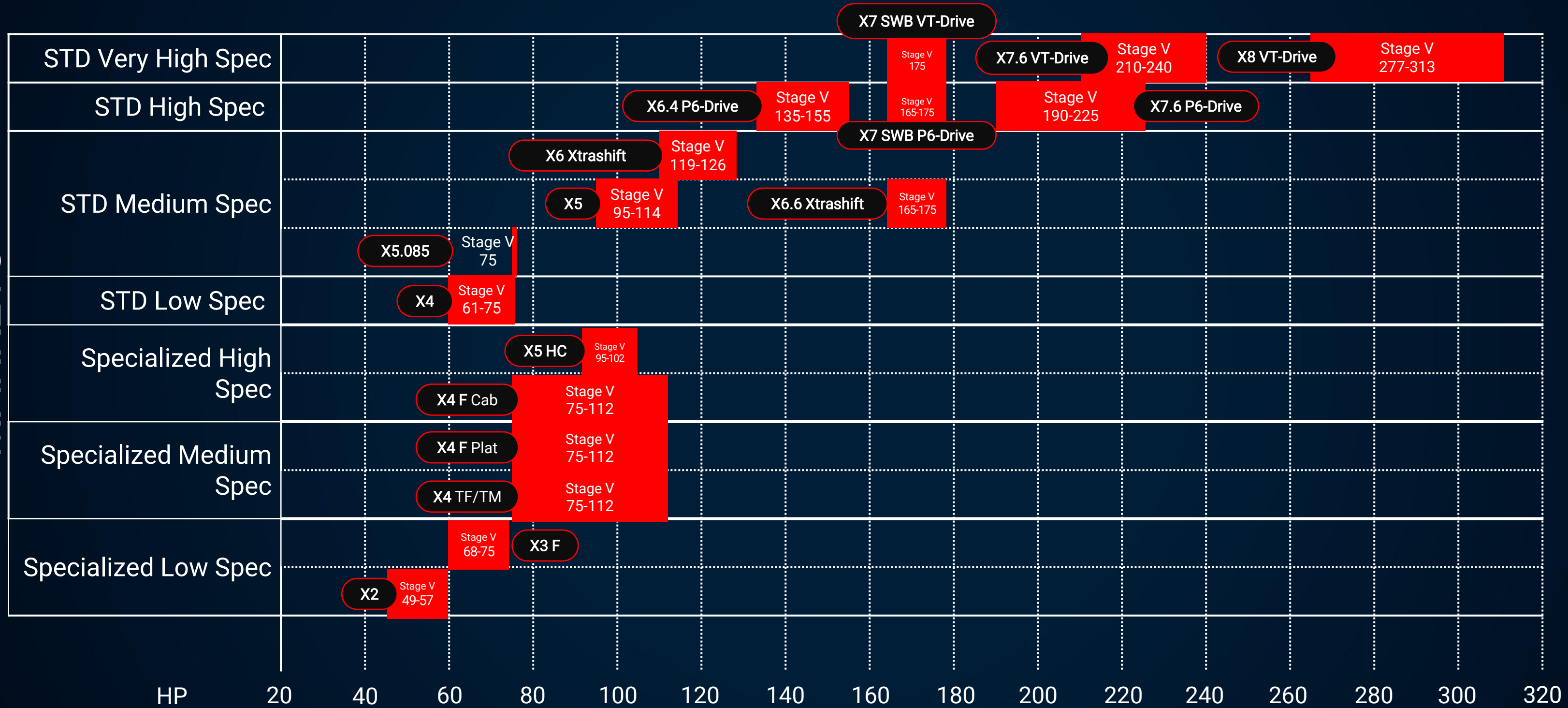
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# Product line up McCormick

HIGH REGULATED  
MARKETS



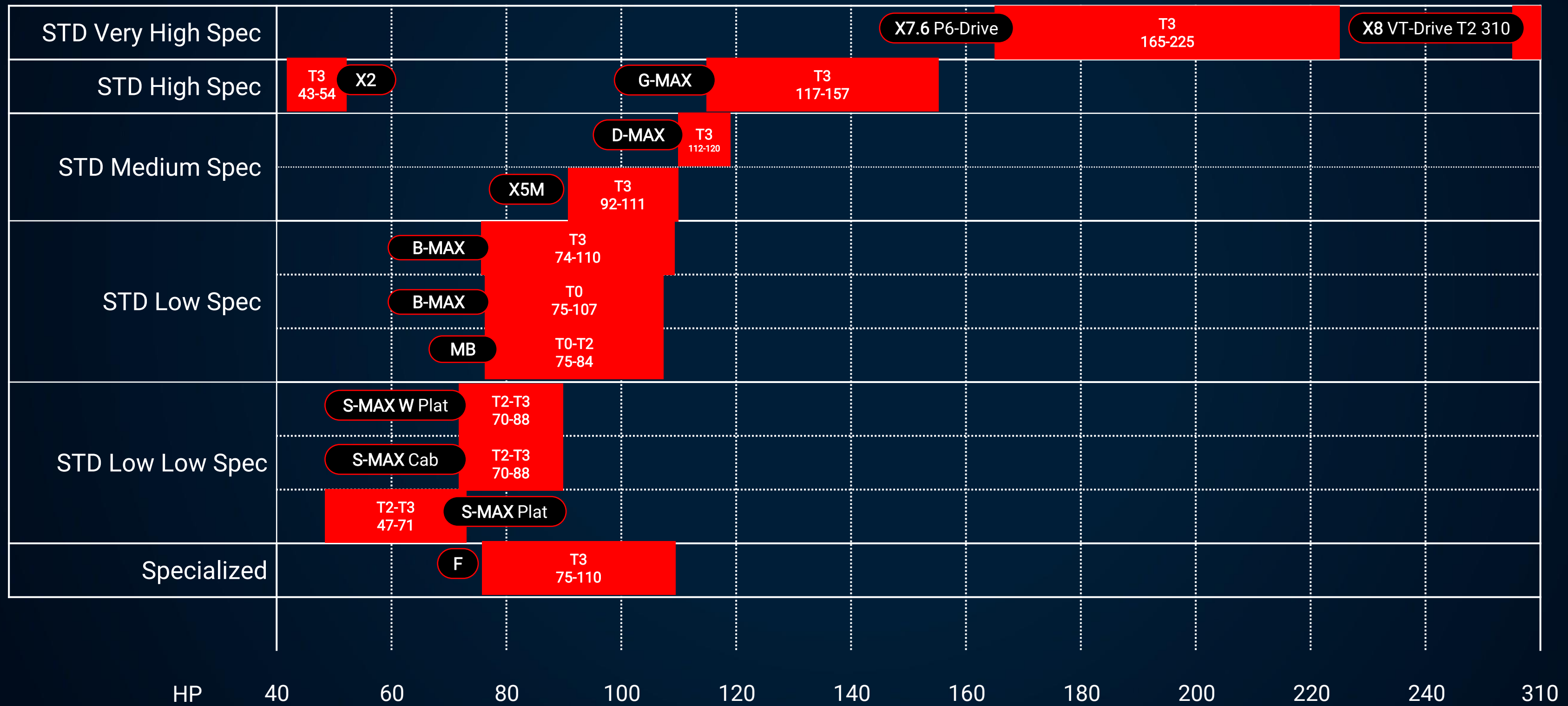
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# Product line up McCormick

LOW REGULATED MARKETS



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# McCormick product offering includes:

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







# McCormick Digital Solutions:



McCORMICK  
FLEET &  
DIAGNOSTIC  
MANAGEMENT



McCORMICK  
FARM



McCORMICK  
PSM SYSTEM



McCORMICK  
EFFICIENCY  
PLAN

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# Numbers



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

A

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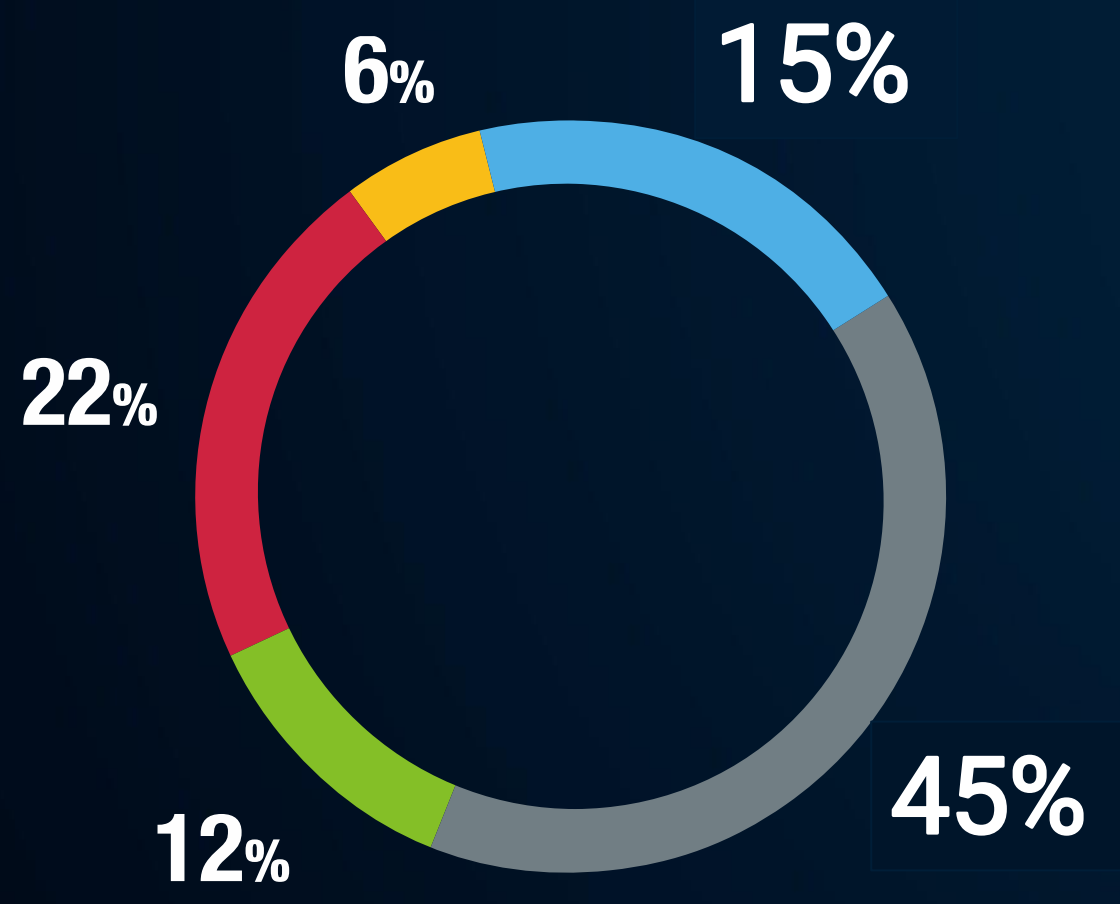
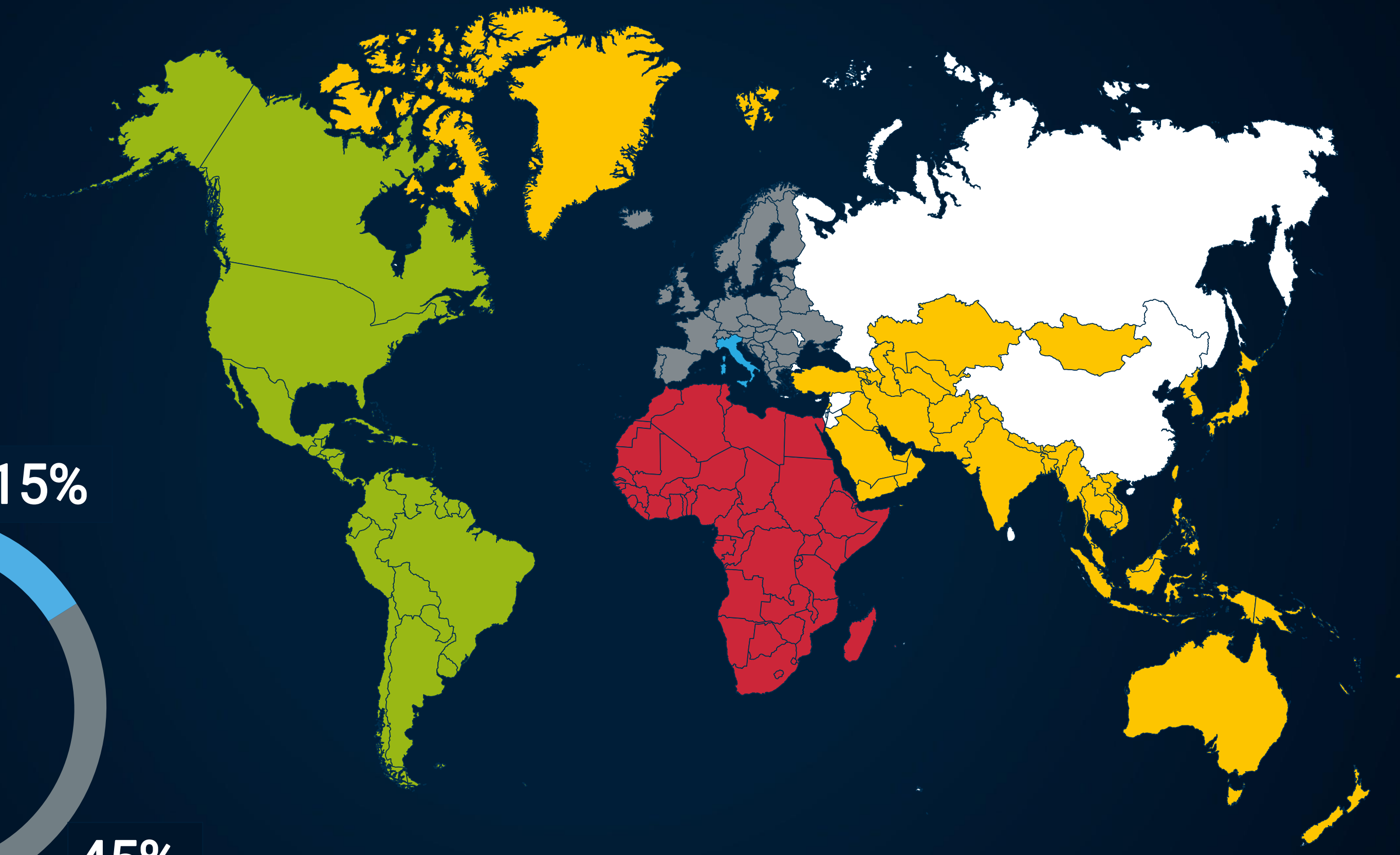
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..... Turnover Breakdown



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



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# R&D Engineering

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**R&D**

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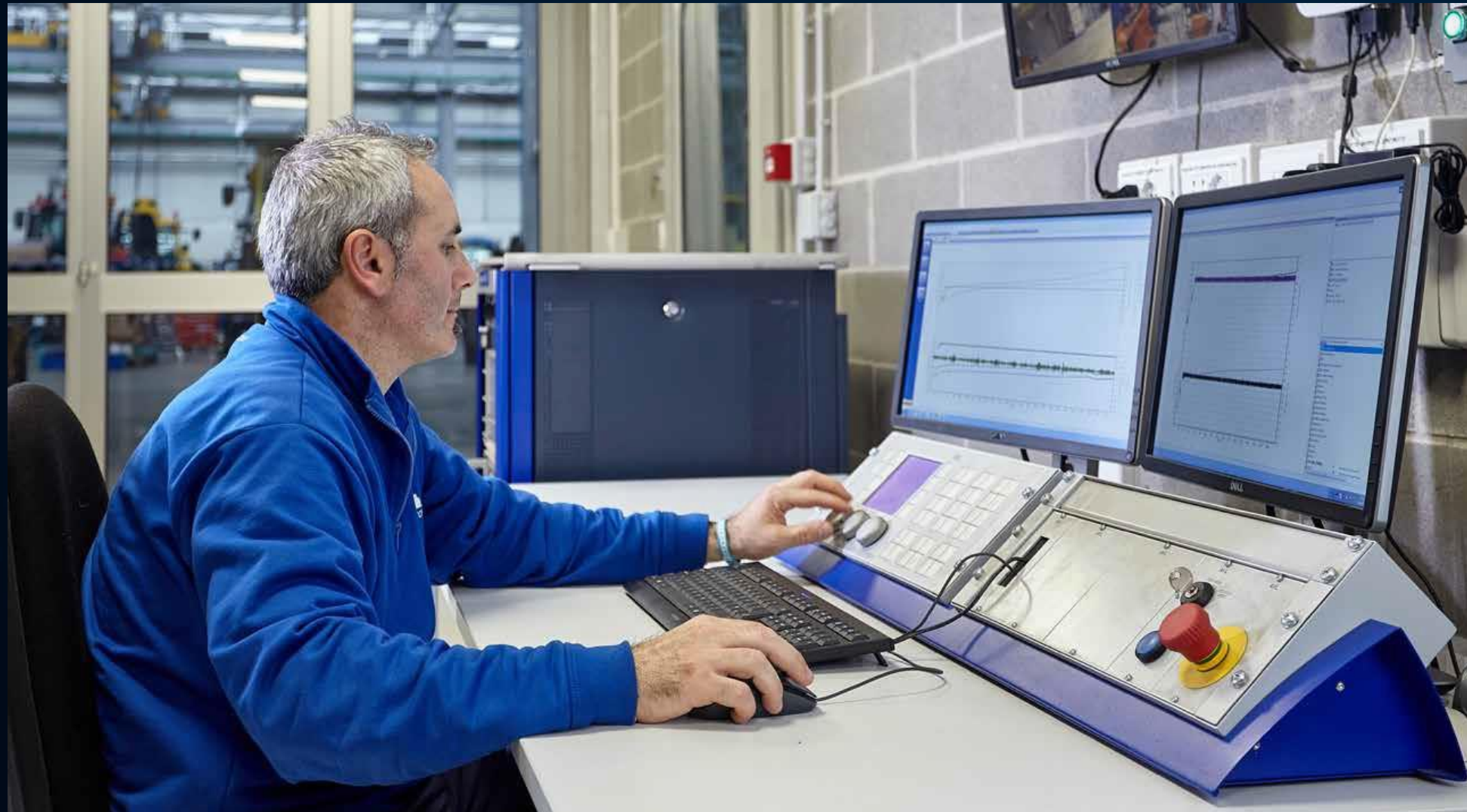
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# R&D Investment

160 Engineers ..... 5.5% of company turnover



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**R&D**

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# Manufacturing Plants

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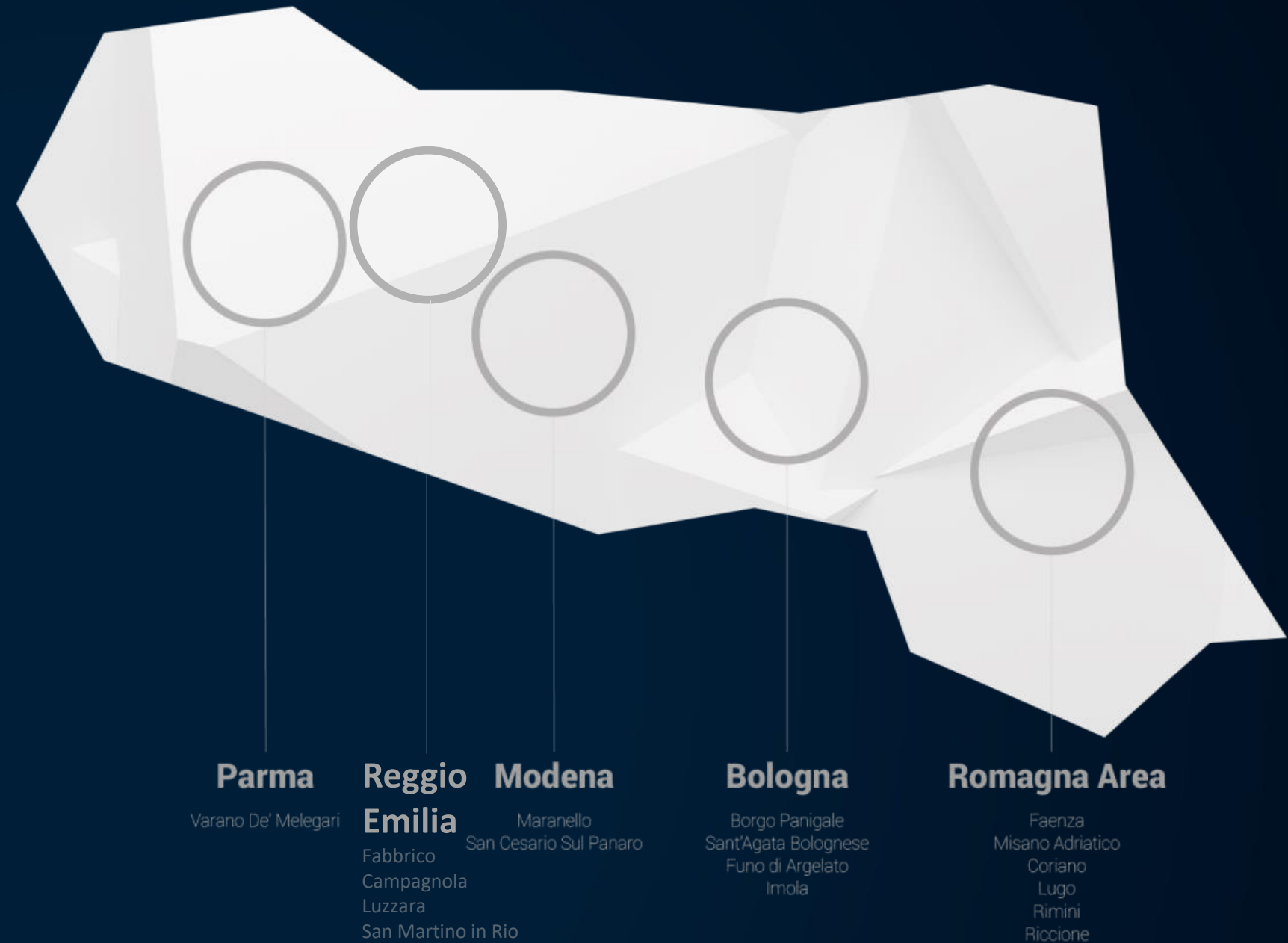
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# Motor Valley

The land where passion comes alive.  
The place where some of 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.



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# Fabbrico

Italy

Total Area  
**132.000 m<sup>2</sup>**

Covered Area  
**70.000 m<sup>2</sup>**



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**X8 VT-Drive**

**SERIE 7 V-Shift / X7.6 VT**  
**SERIE 7 Robo-Six / X7.6 P6**  
**SERIE 7 SWB / X7 SWB**  
**LANDPOWER / X6.6**

**SERIE 6RS / X6.4**  
**SERIE 6H / X6**

**SERIE 5 / X5**  
**5-085 / X5.085**

**SERIE 4 / X4**

**RPF1/RPF2**

**RPE7**  
**RPE8**  
**RPD8 (6 & 4 CYL)**  
**RP78**

**RP6D**  
**RS2C**

**RS2B**  
**RS57**

**RS58**

**LRC**

**LANDPOWER RP75**  
**POWERFARM RP23**

**HRC**



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# Fabbrico

Italy – Cast Iron  
Machining



- A
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# Fabbrico

Italy

Production lines  
**2**

Production capacity  
**55 units/d**



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**MP**

GPW

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# Shipping Terminal & Test Track

## Fabbrico - Italy

Total Area  
**55.000 m<sup>2</sup>**



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# Cabins Manufacturing Fabbrico - Italy

Total Area  
**112.000 m<sup>2</sup>**

Covered Area  
**14.000 m<sup>2</sup>**



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# Cabins Manufacturing Fabbrico - Italy

# Cabins and Platforms

Production capacity  
**105 units/d**



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**MP**

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4.0





# Argo Color

Fabbrico - Italy

## Hood and fenders painting and assembly



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# Luzzara

Italy

Total Area  
**25.000 m<sup>2</sup>**

Covered Area  
**12.000 m<sup>2</sup>**



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4.0





**LRC** SUPER PLAT / B-MAX RT68  
SUPER CAB / B-MAX RS2D  
SERIE 60 / MB RT61



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# Luzzara

Italy

Production lines  
**1 tractors**  
**1 front axles**

Production capacity  
**15 units/d**  
**60 units/d**



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**MP**

GPW

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# Transaxles

# Campagnola

Italy

Total area  
**30.000 m<sup>2</sup>**

Covered area  
**12.000 m<sup>2</sup>**



A

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**MP**

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4.0





# Transaxles

# Campagnola

Italy

Assembly lines  
4



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AS

4.0





# San Martino in Rio Italy

Total Area  
**34.000 m<sup>2</sup>**

Covered Area  
**25.000 m<sup>2</sup>**



A

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TB

R&D

**MP**

GPW

AS

4.0



**REX4 / X4F**  
**REX3 F / X3**

**TREKKER 3-085 Compact**  
**TREKKER4 / X4T**

**SERIE 2 / X2**  
**MISTRAL2 / X2**

**RP5D**  
**RP5E**  
**RS61**

**CT04**  
**CP05**

**RS13**  
**RS14**



A

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# San Martino in Rio Italy



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- R&D
- MP**
- GPW
- AS
- 4.0





# San Martino in Rio Italy

Production lines  
**2**

Production capacity  
**35 units/d**



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GPW

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# Global Parts Warehouse



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TB

R&D

MP

**GPW**

AS

4.0





# Global Parts Warehouse

San Martino in Rio - Italy

Total Area  
**40.000 m<sup>2</sup>**

Covered Area  
**20.000 m<sup>2</sup>**



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**GPW**

AS

4.0





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GPW

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4.0





Worldwide deliveries  
to more than  
**100 Countries**

Deliveries to  
all dealers in  
Europe  
**in less than  
24 hours**

Over  
**93% first fill**  
and  
**98% second fill**

**8**  
Packing lines

**200,000**  
urgent orders

**600,000**  
order lines

**150,000**  
boxes

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# Argo 4.0

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# Dealers Support Solutions

## Communication

- My Apps
- Digital library
- Dealer Web Site
- Social Media

## Sales

- Tractor Configurator
- CRM
- Trade-In
- Geomarketing

## Aftersales

- Electronic Parts Catalogue
- Quick guide
- Scheduled maintenance
- Oil chooser

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Thanks for Your attention

