

VALTRA TEAM



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Designed for demanding customers around the world

NEW S IS THE FIRST SIXTH GENERATION VALTRA

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EDITORIAL



Welcome to the Autumn edition of the Valtra Team Magazine. So far 2023 has proved to be an exciting year for Valtra. Our award-winning Q Series received yet another industry award – the prestigious Red Dot Award: Product Design, following on from the FARM MACHINE 2023 JURY AWARD it received at the end of last year. It continues to go from strength to strength and it is proving very popular with customers here in the UK and Ireland.

Recently we unveiled the latest generation of our flagship high horsepower tractor – the new S Series. After significant investments in the brand’s home factory in Finland, the 6th generation S Series will now be produced in Suolahti. This welcome return heralds a new era for the S Series. After the official public launch at Agritechnica, we are happy to announce that the new S Series can be seen for the very first time here in the UK at the LAMMA 2024 show on the 17th & 18th January at the NEC, Birmingham.

We have also continued to strengthen our dealer network by appointing Malpas Tractors Ltd as our dealer covering Lancashire from their branches of Lathom & Condor Green. Malpas is a long-established family company in the Agri machinery business in the northwest of England and they are looking forward to continued success helping to grow Valtra market share in this region moving forward.

We look forward to finishing 2023 on a high and continuing our success as we enter 2024.

Best wishes.

Alan Sanderson
MANAGER VALTRA NATIONAL SALES UK & IE

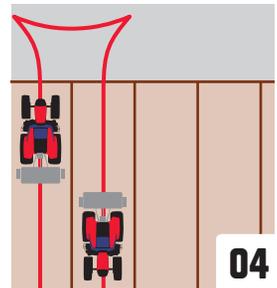


New S is THE MOST POWERFUL VALTRA EVER

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Valtra Showroom is THE BEST VIRTUAL SHOWROOM FOR TRACTORS



Watch more:
showroom.valtra.com/en

The Valtra Showroom was a necessary response to the Covid pandemic, when customers were prevented from seeing our tractors in real showrooms. The virtual showroom, which can be accessed via a browser, is just like a dealer's showroom, but where you can get to know our tractors and Valtra from the comfort of your own sofa. The popular Valtra Showroom has now been further improved.

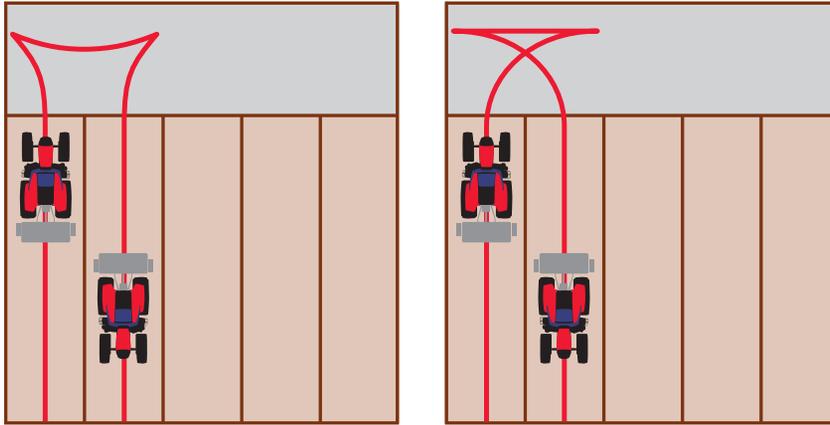
"We have improved the usability and graphics. Now you can move freely in the space, and the tractors are very detailed. The visitor can also equip the tractor with options and further customisations from

the Unlimited Studio. You can even request a quote for a new tractor through the showroom. In this way, the Valtra Showroom is the most advanced on the market," says **Petri Sagulin**, Digital Marketing Specialist at Valtra.

There are eight language versions of the Valtra Showroom. In addition to tractors, the virtual showroom offers information about financing, our history, our eSports activities and even the Finnish sauna. It is also possible to organise virtual events in the showroom. •

www.valtra.co.uk

NEWS



SmartTurn combines traditional headland automation with automated steering and can make Y and K turns in the headland.

HEADLAND AUTOMATION ENABLES Y AND K TURNS

Valtra's headland automation has continued to develop over the years. The original U-Pilot headland automation system performed a series of pre-selected functions in the headland of a field at the press of a button. Auto U-Pilot then combined automated steering with headland automation, so the system could perform the functions in the headland automatically. In spring 2022, the SmartTurn feature was introduced, which enabled U-turns and part-field mode for turning in the third or more wayline in headlands. Now, SmartTurn headland automation is even more versatile and enables Y and K turns.

The new Y and K turns are suitable for implements attached to the tractor's linkage, such as reversible ploughs, which require the tractor to be backed up. Traditional U-shaped turns and part-field mode are more suitable for trailed implements. Y and K turns require less space in the headland than U turns.

Auto U-Pilot headland automation can be used with implements attached to both the front and rear of the tractor. Auto U-Pilot and SmartTurn make field driving almost fully automated. This feature is available on Versu and Direct models in the G, N and T Series and on Q and S Series models with Valtra Guide automated steering. •

WEBINARS FOR CONTRACTORS WORKING IN DIFFERENT SECTORS

Valtra is offering webinars for contractors working in different sectors. Each hour-long webinar focuses on a single topic, such as the use of tractors at airports, for road maintenance or for national defence. In the webinars, Valtra experts present the tractor's features for the tasks in question, and participants have the opportunity to ask questions via the chat feature.

Previous webinars can be viewed as recordings on the Valtra website, where you can also sign up for upcoming webinars at

<https://www.valtra.com/valtra-webinars.html>



reddot winner 2023

Q SERIES WINS RED DOT DESIGN AWARD

The Valtra Q Series received the prestigious Red Dot design award in April. The jury highlighted in particular the precision farming features of the Q Series and their ease of use. The tractor's power, safety and compatibility with renewable fuels were also praised.

Red Dot is a prestigious international design competition that has been awarded prizes since 1955. •

Website: valtra.co.uk

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SURPRISE PRESENT FOR DEALER

When Dorset Valtra dealer Chris Cox arrived at his firm's headquarters at Bagber, near Sturminster Newton, on 2 July for the charity tractor run that the business had organised to raise funds for Cancer Research, he wasn't expecting to lead the 135 tractors by driving a tractor himself, reports Sandy Cox. But staff at C. J. Cox Ltd surprised him by presenting him with a restored 2002 Valtra 8950 to mark his 30 years as a Valtra dealer.

TEXT AND PHOTO CLASSIC TRACTOR MAGAZINE

Neil Warr, the firm's Service Manager, had been on the lookout for a suitable tractor to celebrate the anniversary when the 200hp Valtra 8950 was offered in a part-exchange deal in March.

"There are not many of them about and it was fairly tidy," he says.

"It came at the time that Chris has decided to organise the charity tractor run, so the staff decided to restore the tractor and present it to Chris as a surprise.

Instead of heading to the firm's Bagber premises, the 8950 went to a local farm where a shed was used as a secret restoration workshop.

"Mechanically it was pretty good, so it was given a good valet and then our engineers got to work," says Neil.

"We were pretty busy, so had to juggle things to fit in the work. The panels were straightened and resprayed, and the wheels were repainted and fitted with new tyres.

New wings and front mudguards were also fitted, together with a new seat. Other work included replacing track-rod ends and air bags for the front suspension."

All the staff were in on the secret, apart from Chris and Val, the company directors. The refurbishment was completed the day before the tractor road run, just in time to surprise Chris.

The immaculate Valtra 8950 will now be displayed on the company's stand at local shows. •

S Series built at the Suolahti factory for demanding customers around the world

NEW S IS THE FIRST SIXTH



The S Series is Valtra's first tractor series to enter the sixth generation. The Valtra factory in Suolahti, Finland, has been modernised to allow the new S Series to be built on the same assembly line as other tractor models. The new S can also be fully equipped and customised according to the customer's wishes at the Suolahti factory and the Unlimited Studio.

TEXT TOMMI PITENIUS PHOTOS VALTRA ARCHIVE

Valtra's biggest tractor, the S Series, has been the flagship and pioneer of the entire model range. The new model series now progresses no less than two leaps

at once, as it jumps from the fourth generation directly to the sixth generation. In fact, the S Series is the first model series to enter the sixth generation.

"The S Series powertrain is the

best on the market thanks to its AGCO Power 8.4-litre engine and AGCO's continuously variable ML260 transmission. The cab is closely related to the modern and highly praised cab on the Q Series. The

Want to experience the new S Series?

Subscribe to e-newsletter and be the first to know when the brand new S Series is ready for test drive.

<https://www.valtra.co.uk/newsletter-sign-up.html>



GENERATION VALTRA

S Series also features the completely new look of the sixth generation,” says **Aapo Aijasaho**, Manager, Retail, Product Marketing and Services.

The sixth generation S Series is sold by carefully selected and trained Valtra dealers who can provide operator training, technical support, spare parts and service. Sixth generation Valtras feature a new design, intelligent services and precision farming readiness in an easy-to-use package.

The new S Series completes the Valtra model range and expands it into an even higher power class. Valtra F, A, G, N, T, S, Q and S Series tractors now cover the entire power range from 75 to 420 horsepower. The power outputs of the different model series overlap a little, in addition to which the most popular power classes offer several different transmission options.

Most powerful Valtra ever

The S416 is the most powerful Valtra tractor ever. It offers 420 horsepower and 1750 newton metres of torque in all conditions, regardless of boost. The smallest model in the range, the S286, offers 280 horsepower and 1250 newton metres of torque and 310 horsepower and 1400 newton metres of torque with boost.

“The engine is based on the reliable AGCO Power 8.4 litre, but the entire intake side has been redesigned, making it possible to omit exhaust gas recirculation while at the same time slightly increasing both power and torque. The engine is a so-called low-rev unit, meaning the tractor gets high torque and power through the powertrain even at low engine speeds, which improves the

fuel economy and operating costs of the large tractor,” says Aijasaho.

The stylish design of the 6G engine cover optimises airflow past the cab, and the upper air intake guarantees clean air for the engine. In addition to LED headlights, the completely new lights in the engine cover include LED daytime running lights and LED work lights.

AGCO’s stepless ML260 transmission is also familiar from the previous S Series. You can set off in any gear range from a complete



The new S Series was unveiled in metallic brown.



The S Series is available with the TwinTrac reverse-drive system, and Power Boost provides fullpower to the PTO also on the biggest models.



standstill even with a heavy load. Gearbox and hydraulic oils are separate. More than 250,000 units of the legendary transmission have already been produced.

All precision farming technologies

Tractors producing around 300 to 400 horsepower are used for both contracting and an extremely broad range of professional farming tasks. Various precision farming technologies are a matter of course in tractors of this size.

“Automated steering, variable rate control, ISOBUS control, section control, SmartTurn automatic headland turning, Auto U-Pilot, compatibility with cultivation planning software... Without listing more, we can say that the S Series has all the necessary precision farming features. Depending on the country, many of these features may already be standard equipment.”

Productivity comes from a combination of all these features: a strong powertrain, precision farming technologies and comfort.

User experience is the key

The most important aspect is that the driver is comfortable and can use the tractor efficiently. Although external conditions vary, the driver of the S Series always has perfect conditions, whether in the heat or cold, on uneven surfaces or in the dark.

With the new cab, visibility and comfort have been further improved. Completely new headlights have



The 6th generation styling can be seen especially in the design of the engine cover.

been integrated into the new engine cover. The cab also has excellent work lights, upper headlights and waist lights.

“The air conditioning has been improved significantly. For cold winter conditions, the cab now also has a lower heating device familiar from other Valtra models. The front suspension is hydraulic, and the cab features AutoComfort air suspension. An optional SkyView cab is available, which provides excellent visibility behind and up, for example when chipping. Customers who are interested in chipping should also note that the largest model now has a full 420 horsepower available through the PTO alone. The TwinTrac reverse drive system and polycarbonate glass are also available as options on the new S Series.”



International model series

Valtra’s sixth generation S Series will be sold not only in Europe, but also in Australia and Brazil, for example. As with the Q Series, these tractors manufactured in Suolahti will be increasingly exported to other continents. International interest in the Q Series has already been very strong. •



Model	Standard		Boost	
	hp	Nm	hp	Nm
S286	280	1250	310	1400
S316	310	1350	340	1500
S346	340	1500	370	1600
S376	370	1550	400	1700
S396	400	1700	420	1750
S416	420	1750	420	1750



Production of the new S Series in Suolahti enables it to be fully equipped in the Unlimited Studio. The Unlimited Studio celebrates its 10th anniversary this year, and over a third of the tractors produced at the Suolahti factory are equipped there.

S SERIES NOW ALSO AVAILABLE WITH FULL UNLIMITED CUSTOMISATION

The new S-series will be available with full Unlimited customisation when production starts at the Suolahti factory. In the past, the S Series was built in France, and customisation options were significantly more limited.

“The change is really big. Now customers can have their own S Series tractors individually tailored for their own work already at the factory in the Unlimited Studio alongside all the basic factory equipment that they can choose from,” says **Aapo Aijasaho**.

The Unlimited Studio is situated right next to the Suolahti assembly plant. The Unlimited Studio works closely with production, logistics, purchasing, engineering, spare parts and maintenance. The Unlimited Studio promises to fulfil all customer wishes, as long as they comply with physics and the laws of the country in question. The number of options is literally unlimited.

The Unlimited Studio has traditionally equipped many tractors for road maintenance, forestry, agricultural contracting and airport tasks, for example. The new S Series will also be popular among contractors.

Over a third of the tractors produced at the Suolahti factory are customised in the Unlimited Studio. For the new S Series, the proportion of tractors equipped with Unlimited accessories is expected to be even higher. Traditionally, the most popular accessories requested from the Unlimited Studio include special paint, auxiliary and warning lights, auxiliary hydraulics, auxiliary power outlets and electrical connections, safety cameras and bespoke interior solutions. In addition, the automatic tyre pressure system and automatic central lubrication system have been popular. •



Equipment options from the Unlimited Studio further increase the versatility of the S Series.

Two Valtra tractors maintain key routes in north-west Scotland, among some of the UK's most breath-taking scenery.



KEEPING SCOTLAND MOVING WITH VALTRA

Two Valtra tractors are in the front line of snow defences this winter, helping keep key routes clear across north-west Scotland.

TEXT DAVID WILLIAMS PHOTOS BEAR



Bear Scotland Landscaping Operative, Artur Cynr is pictured with one of the Valtra tractors.

The N175 Versu tractors were selected to maintain trunk roads throughout the year by Bear Scotland – a three-company alliance which provides network management and maintenance solutions to Network Scotland. When they are not snow clearing, the Valtras work with McConnel Power Arms and front mounted Votex Jumbo Frontline flail cutters maintaining grass verges across the same road network.

“The Valtra N175s were chosen for their performance, design, practicality and price, and for the aftercare available from the supplying dealer, Alistair Young Engineering Ltd,” explained Bear Scotland SE Landscape Delivery Manager, **Graham Walker**.

“The option to have the tractors delivered in orange to match our gritter lorries, through Valtra’s Unlimited Studio, was an additional attraction.”

First Valtras

The Valtras replaced a competitor brand. Five company operators attended a demonstration with

Valtra product specialists on-hand to explain features and answer questions, then a tractor was borrowed for several days to trial. Having proved their suitability, the tractors were delivered this July.

Graham stressed that back-up available from Alistair Young was also a major factor.



Bear Scotland SE Landscape Delivery Manager, Graham Walker.

“We were happy working with Alistair as his approach was always positive and upbeat. Good communications are a key requirement, and his response made him the perfect candidate.”

Cabs and controls preferred

Since July, the Valtras have clocked up more than 600 hours maintaining roadside verges among some of the UK’s most breath-taking scenery. Operator feedback is extremely positive.

“Compared to our previous tractors, the Valtra cabs are more spacious and users prefer the controls – especially the ability to operate front attachments through the main joystick rather than by buttons and switches elsewhere,” added Graham.

The tractors will each work 2,000–3,000 hours annually and be kept for four years.

“We’re very pleased with the Valtras so far and remain impressed by the dealer’s prompt and knowledgeable advice and back-up,” Graham confirmed.

“We have no complaints at all.” •



In the new paint shop, tractor chassis hang by chains from a conveyor. This allows the painting robots to move around them without hindrance. In addition, the new paint shop is more flexible, more spacious and enables the production of even bigger tractors.

Increased capacity, flexibility and bigger tractors

SUOLAHTI FACTORY GETS NEW STATE-OF-THE-ART PAINT SHOP

A brand-new paint shop went online at the Valtra factory in Suolahti, Finland, after the summer holidays. The project was completed on schedule to the day. The old paint shop was too small for the Q Series and especially the S Series, whose production can now be moved to Suolahti. With the new paint shop, the paint on Valtra tractor chassis will be of even higher quality than before.

TEXT AND PHOTOS TOMMI PITENIUS

“The focus in the project was on the quality of painting.”

The roots of the old paint shop stretch back to 1969. Practically all parts of the paint shop have been updated since then, some even several times, but still the old paint shop set certain limits, especially in terms of dimensions. For example, the front and rear linkages of the Q Series had to be painted separately, because they did not fit together with the frame in the old paint shop. Painting the new S Series would have been completely impossible in the old paint shop due to the lack of space.

“The focus in the project was very much on the quality of painting. Now we can paint the tractor chassis easily from all sides as they hang from conveyors. Likewise, the phase times of washing and paint drying can now be optimised,” says Project Leader **Mikko Torvelainen**.

Space and flexibility

The new 2000-square-metre paint shop was built next to the assembly plant. The two are connected by large doors, but the paint shop is still a separate building. The chassis are transported from the assembly line to the paint shop by automated guided vehicles (AGVs). Inside the

paint shop, the chassis hang from chains attached to conveyors.

Moving the paint shop out of the assembly plant freed up much more space for the assembly line.

“The assembly line has 35 workstations, of which the old paint shop needed 10. Now just two of those ten work steps are needed, as one work step was needed to lighten the workload on previous steps and one work step is needed to lift the tractors going to and from the paint shop. This freed up eight workplaces that we can utilise in the future as production volumes increase,” says Project Manager **Mikko Santakallio**.

The paint shop also brought flexibility to the assembly line, since the paint shop now provides a small buffer. Before, a problem anywhere along the production line stopped the entire line. Now, thanks to the buffer, the paint shop and the assembly line can operate independently of each other.

On schedule to the day

The project for the new paint shop progressed according to schedule. The building was completed on the last day of November, and the equipment installations began on the

Work steps in the new paint shop

- Degreasing wash
- Rinsing
- Pretreatment that improves corrosion protection and paint adhesion
- In the blowing chamber, water is blown away with compressed air
- Pretreatment drying oven
- Masking protects objects that need to be pretreated but not painted
- Primer painting with two robots
- Surface painting with two robots
- Evaporation and inspection
- Six stages in the drying oven
- Cooling

first day of December 2022. Testing began on the first day of May 2023, and the production line began to be filled on the first day after the summer holidays. Normal production speed was achieved already on the second working day. Keeping to the schedule required a big effort from all those involved in the construction project and the employees of the paint shop.

Moving the paint shop also improved working conditions inside the assembly plant by eliminating the noise, humidity and excess heat from the paint shop. Working conditions inside the new paint shop are also significantly better than in the old one.

The new paint shop enables annual production at the factory to be increased. The phase time can be accelerated from the current 12 minutes to 8 minutes per work phase. The painting process itself was kept unchanged, but the new paint shop also enables the use of new paints and pretreatment chemicals. •



Project Leader Mikko Santakallio and Project Manager Mikko Torvelainen are satisfied that the project progressed according to schedule.

Genuine vs. non-genuine spare parts

SMALL SAVINGS IN THE COST OF A FILTER, BIG INCREASE IN FUEL CONSUMPTION

TEXT TOMMI PITENIUS PHOTO VALTRA ARCHIVE



Genuine spare parts installed by an authorised service dealer are safe and optimised for Valtra. For example, a universal oil suitable for many uses is always a compromise compared to a lubricant optimised specifically for Valtra.

Is it worth saving maybe twenty euros on the cost of a filter but at the same time generating maybe hundreds of euros in additional expenses? Saving on tractor spare parts and maintenance can easily become quite expensive if, for example, fuel consumption increases by 10 percent due to a bad filter or the life of the engine is shortened.

“Not all non-genuine spare parts are necessarily bad, but the problem is that you cannot be sure of the quality. Oil filters are a good example, because the quality can vary a lot. There are filters on the market that are so bad that they are an immediate risk to the tractor’s engine. Original filters

are a safe choice, as they are of uniform quality and exactly suitable for Valtras,” says **Jussi Anttonen**, Sales Manager for AGCO Parts.

Valtra’s engineering, procurement and spare parts teams regularly research the filters found on the market. In the worst cases, the filter material is of such low quality that there is only a quarter of the required amount, the bypass valve lets dirty oil through too easily, the cap is several millimetres thinner than it should be, and an extra, old cap has been added to the bottom of the filter cup to make the filter feel as heavy as the real one.

“In this case, the filter immediately lets most of the oil through unfiltered

when it is new, and over time the filtration efficiency rapidly decreases to almost zero. Using such a filter is almost the same as not doing maintenance. The engine wears out quickly. If you compare the money saved on the filter to the price of a new or remanufactured engine, for example, the small savings can turn out to be really expensive.”

Poor quality spare parts can not only shorten the life of the tractor but also increase fuel consumption or cause power losses. For example, an air filter that is too dense can quickly become clogged, reducing power and increasing fuel consumption by up to 8%. Filters that are too thin, on the other hand, will radically shorten the life of the engine. It is important that there is just the right amount of filter paper and that the filterability and flow resistance of the paper are correct. In this way, correct operation can be guaranteed throughout the service interval, though in particularly dusty conditions, of course, a more frequent air filter change interval is recommended. •

Genuine oil filter	Non-genuine oil filter
<ul style="list-style-type: none">• Correct amount of high-quality filter material• Bypass valve opens only when necessary• 4 mm cap	<ul style="list-style-type: none">• Filter paper as little as one quarter the recommended thickness and made of low-quality material• Bypass valve opens far too easily, so a lot of oil is unfiltered• 2.5 mm cap. A second old cap has been added to the bottom to add weight



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VALTRA

YOUR WORKING MACHINE



Valtra dealer Nick Butcher on the island of Tasmania appreciates Valtra's tailor-made approach and the Unlimited Studio.

Australia and New Zealand together form a huge area with very distinct farming areas. In northern Australia, sugarcane is cultivated in tropical conditions, requiring reliable tractors with excellent front suspension and a high top speed, for example. In Victoria, Tasmania or New Zealand, on the other hand, a lot of milk is produced in conditions similar to those in Europe. Livestock farms use a lot of implements attached to the three-point linkage, as well as large self-loading trailers. Although livestock graze throughout the year, fodder still has to be harvested between September and March for winter feeding.

“Valtra is one of the most respected tractor brands here. Valtra has a reputation as a very durable and easy-to-use tractor that can be tailored to your liking. Once a farmer has bought a Valtra for the first time, they won't switch to another brand,” says **Mark Hamilton-Manns**, Product Marketing Manager for Valtra in Australia and New Zealand.

Only Valtras can be tailored individually

Most Valtras sold in Australia and New Zealand are manufactured in

Valtra is a respected brand Down Under

Q SERIES PERFECTLY SUITS CUSTOMER NEEDS

Customers and dealers in Australia and New Zealand got to try Valtra's new Q Series for the first time in July. The Q Series was enthusiastically received, as it perfectly meets the needs of local farmers and contractors. The Q Series is expected to continue the current success of the T5 Series.

TEXT TOMMI PITENIUS PHOTO TUOMAS NEVARANTA

Suolahti, Finland. It's a long way to Down Under, and it often takes 9–12 months from order to delivery. Still, the possibility to tailor the tractor at the factory and Unlimited Studio are benefits Austrasian farmers like that other brands simply can't offer.

"The possibility to tailor each tractor individually already at the factory is a decisive factor for many customers. It can be just about the colour of the rims, while many are interested in forest equipment or central lubrication, for example. Thanks to this tailor-made approach, Valtra is the most versatile tractor brand," says **Nick Butcher**, Branch Manager at Valtra dealer Gaffney Machinery.

Gaffney Machinery has three outlets on the island of Tasmania, south of Australia. In the area covered by Nick Butcher in the northern parts of the island, more than half of all new tractors have been Valtras.

Q fills the gap between the T and S Series

According to both Butcher and Hamilton-Manns, the new Q Series fills the gap in Valtra's range between the T Series and the S Series. This power category of around 250–300 horsepower is very popular in Australasia.

"The Q Series is big enough that you can do really heavy work with it on large broadacre farms. At the same time, it is agile and fuel-efficient enough that it can be used for tasks such as feeding on livestock farms," says Hamilton-Manns.

According to Hamilton-Manns and Butcher, typical tasks performed with the Q Series include tilling with a disc tiller, pulling a silage wagon or sprayer, and baling with a round or square baler. Farmers and contractors who rely on large tractors also want their machines to be available at all times, and this is supported by the new model's excellent reliability, the comprehensive service network and AGCO's shared spare parts warehouse in Australia. •



Valtra collects customer feedback systematically

Valtra continuously collects customer feedback by means of Net Promoter Score surveys. NPS surveys are conducted in almost all countries, and the number of countries is constantly being increased. Usually, the buyer of a new tractor gets the opportunity to respond to the first survey a few months after receiving the tractor and again after about a year.

Customer feedback is worth its weight in gold, and we use it to gain information not only about our tractors but also about our dealers and services in general. With the help of feedback, our tractors and services can be developed even further. Of course, it also warms the heart to hear about things that have been successful. At the entire AGCO level, our overall score increased by 10 percent from 2021 to 2022.

The buyer of a new Valtra can respond to the survey either electronically on the internet or on a paper form that can be mailed. •

"My expectations were high, and they were met perfectly."

"Agile, good visibility, strong hydraulics, easy to use and large coupling mass in relation to the tractor's own weight."

"The tractor is tailored to my farm like a well-made suit."

"... the various functions are easy to program, strong rear linkage, easy daily maintenance, pleasant gearbox and reasonable consumption."

"Great conditions in the cab."

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- You need a higher load capacity than that offered by MULTIBIB



650/65 R42	Load index	Load per axle (kilos)
MULTIBIB	158	8,500
MULTIBIB PLUS	165	10,300

MULTIBIB	158	8,500	+21%
MULTIBIB PLUS	165	10,300	

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Flatter and wider crown
Regular wear
Up to 57 mm in depth
- **PRODUCTIVITY**
Optimized contact pressure
& maximum traction capacity
- **COMFORT**
Flexible casing
- **RESPECT FOR PRAIRIES**
More rounded bar heads



Productivity

Up to 65 km/h
Speed index D



Versatility

Great performance
in the field and on the road



Service life

Lug depth
up to 57 mm



@MichelinAgriUK



agro.michelin.com



youtube.com/user/AgMichelin

*MICHELIN® MULTIBIB PLUS versus MICHELIN® MULTIBIB
Information correct at date of publication - 07/2023 - all contents AURA - RCS 495 289 399 - 23070202
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MICHELIN



VOLVO BM CLEARED THE WAY FOR VALTRA IN THE NETHERLANDS

The Dutch sometimes refer to their country as the sixth Nordic because of its egalitarian society and free way of life. As an agricultural country, however, it is even more developed than the “other” Nordics, adopting all the latest technology without delay. As a result, Volvo tractors gained an established position in the country. When Valmet took over Volvo’s tractor operations in the early 1980s, Kuiken N.V. was the importer for the Volvo BM in the Netherlands. The company got off to such a fast start that it even managed to import a few yellow Valmets before the introduction of the 05 Series.

The reclamation of farmland from the sea reached huge proportions already in the 1930s, and additional areas were drained all the way up the ‘50s. To supply all the infrastructure construction work, Kuiken imported earth moving machinery. CEO H.B. Kuiken, however, was always interested in tractors and liked to recall that the company had started by selling agricultural machinery. And agriculture in the Dutch polders had indeed been finely tuned. The annual rent for the best hectares

suitable for special cultivation could be the same as the purchase price for an hectare in Central Finland.

Still, bread has not always been easy to produce in the arms of the sea. Perhaps this inherent challenge created the Dutch character trait of being flexible and price-conscious merchants. You don’t pay for unnecessary things, and once the price has been agreed upon after much haggling, only then do you start talking about discounts! In the early ‘90s, Kuiken had a centralised purchasing organisation that also handled tractors. When the Finnish seller had eventually dared to bring up his modest request for a price increase, the buyer slowly rolled a cigarette, lit it and then asked, looking straight in the eyes through the smoke: “How do you justify your demand?”

The Valtra importer has since changed, and smoking is no longer allowed in offices either. However, Holland is still a liberal country. You can see the relaxed attitude, for example, in the fact that tractors do not need to be registered, not even with the EU’s “Mother Regulation” – except if you go to work in a neighbouring country. Admittedly,

In the late 1980s, the Dutch importer and dealers strongly communicated that the Nordic 05 series was not the tractor to conquer Central Europe. So hopes were high when the 8100 model was presented at the end of 1990, and busloads of dealers came to the Elmia agriculture fair to see it. In the Swedish autumn, a special test drive was organised for the importer.

a rapid change in this situation has been predicted for some years already.

The high appreciation of work – and its high cost – have brought high technology to agriculture. The furrows were straight even before GPS, and it has progressed continuously so that machine manufacturers have to make a real effort to meet the needs of customers. The Dutch dealer satisfies its customers by using specialised product and service providers. Everyone knows English in the Netherlands, so lessons and parts are sought wherever they are available.

In the ‘90s, importer Kuiken also took over responsibility for Belgium and Luxembourg. These countries already had old Valmet imports, but in practice quite small volumes. In the 2010s, sales of Valtra in the BeNeLux countries transferred from Kuiken to the Mechan Group, an importer known to AGCO. Operating in many European countries, Mechan has improved Valtra’s position as a whole and especially in Belgium. Of course, Dutch agriculture in particular represents a market economy at its purest, and tractor sales still vary a lot every year.

The BeNeLux countries cooperate a lot. The borders are open, and even before the euro the countries had a fixed mutual exchange rate. But that’s pretty much where the similarities end. Belgians like a simple and robust six-cylinder basic tractor, while the Dutch appreciate technology and a good power-to-weight ratio. •

FIRST IN THE QUEUE

TEXT AND PHOTOS DAVID WILLIAMS

The Valtra Q265 was ordered ahead of its official launch by Dorset farmer, Andy Seare. He has relied on a small fleet of two Valtra tractors for his family's mixed farming enterprise since buying his first T170 in 2004, but particularly wanted the bigger 250hp machine with CVT transmission for cultivation and drilling.





Andy says that the CVT transmission allows him to make the most of the power available and main-tain optimum work rates in variable conditions.



The Valtra Q5 Series cab is described by Andy as well-equipped, quiet and comfortable.

The first UK farmer to order a Q Series tractor did so without seeing it or knowing the exact price or specification. Nine months after delivery, he remains delighted with his decision.

Trading as JW & JR Seare, **Andy Seare** farms at Mapperton in Dorset. He bought his first new Valtra T170 from CJ Cox Ltd in 2004 and has relied on a fleet of two Valtras for his family's 360ha mixed arable and beef farm ever since.

"The T Series performs well, but I wanted a 250hp tractor with CVT transmission for cultivating and drilling. Valtra didn't offer that specification, so we nearly bought another brand instead," he explained.

"We didn't want to change from Valtra or our local dealer, so we were delighted to hear that the Q Series was in development."

"We ordered the Q265 unseen, knowing it would be at least six months before start of production and delivery. It has worked 500 hours so far and we remain impressed. The longer wheelbase is better for draft work, the stepless CVT maintains maximum performance on undulating terrain, and it feels only slightly larger on narrow roads than our T Series." •



Pictured with the first Valtra Q Series tractor retailed in the UK: (l-r) Valtra UK Area Sales Manager for the South-West Gareth Jones, CJ Cox Ltd Service Manager Neil Warr and farmer Andy Seare.



Valtra's environmental deeds

SUSTAINABILITY IS AT THE HEART OF EVERYTHING WE DO AT VALTRA

TEXT TOMMI PITENIUS PHOTO VALTRA ARCHIVE

Environmental considerations and sustainability are at the heart of Valtra's strategy and not simply greenwashing. Sustainability cuts through all operations, from tractor production to property maintenance and the life cycle of finished tractors.

Versatility in particular makes environmental protection effective. There is no one-size-fits-all trick that solves all puzzles. The best environmental impact is achieved by, for example, minimising our carbon footprint in all operations.

The results of our environmental deeds improve each year. For example, energy consumption has been reduced between 2018 and 2022 by approximately 18 percent, while the carbon footprint of

transportation has been reduced by 17 percent in the same period.

Valtra offers tools to its customers

Reducing the environmental footprint of the Valtra factory is not enough, however. Society also expects more environmentally friendly activities from farmers, contractors and the entire agricultural sector. Valtra wants to offer different tools to enable this.

The conditions and situations of farmers and contractors vary, so the same patent solutions do not suit everyone. More than 90 percent of a tractor's carbon footprint comes from its operating energy. For this reason, Valtra offers many different solutions to choose from as needed, such as the EcoPower low-rev feature of our

- EcoPower low-rev engines save about 10 percent in fuel costs and reduce noise
- Approximately 90 percent of the materials are recycled in factory-remanufactured transmissions and engines
- The Suolahti factory uses 100 percent renewable electricity and heat energy
- All waste at the factory is sorted into 26 different fractions
- No waste is sent to landfills
- All new tractors are fuelled with renewable diesel at the factory

engines, factory-remanufactured engines and transmissions, and alternative fuels.

Sustainability and environmental friendliness are nothing new to Valtra. We have operated according to the ISO 14001 environmental standard since 2000. Valtra also strives to comply with the UN's sustainable development goals. •



Please visit your local dealer

Valtra Collection

HOODIE JACKET €64.58 (75€)

- This hoodie is made of a slightly flexible material that feels pleasant
- Zippered side pockets, wide ribbed hem
- Valtra logo on the front and big V under the hood on the back
- Polyester cotton blend fabric, 4% elastane
- Men's sizes: S-XXXL V42807602-07
- Women's sizes: S-XXL V42807612-16

NEW PRODUCTS AND GIFT IDEAS FOR THIS AUTUMN!



BATHROBE €55.98 (65€)

- Hooded bathrobe with side pockets and drawstring
- Thick 100% cotton, 400g/m²
- Sizes: M/L V42806533, XL/XXL V42806535



LIGHT PADDED VEST V42807311

€63.73 (74€)

- Lightly padded vest with a stand-up collar and zippered side pockets
- Packs into a small space
- Well-fitting unisex model
- Material 100% nylon
- Sizes: XS-XXXL



DUVET COVER SET

€45.35 (52€) V42806100

- One side has a tractor-themed print and the other side is monochrome
- Fitted sheet size 150 x 210 cm
- Pillowcase size 50 x 60 cm
- The fitted sheet has a snap closure
- 100% cotton



CAP €12.92 (15€) V42803860

- Black cap with 3D embroidered logo
- Snapback adjustment
- 100% cotton

WRISTWATCH €105.92 (123€) V42806070

- Stylish, brushed steel chronograph wristwatch
- Seiko movement
- The watch has durable mineral glass
- A dial that reflects in the dark
- Date display and separate dials for seconds, minutes and 24-hour timekeeping
- Water resistance 10 ATM
- Delivered in a metallic gift box
- 2 year warranty



See us online: valtra.co.uk

Valtra Models



F Series

MODEL	MAX. HP*
F75	75
F95	90
F105	103



A Series

MODEL	MAX. HP*
A75	75
A85	85
A95	95
A105	105
A115	115
A125	125
A135	135

All A Series models are available with the HiTech (12+12R) transmission. A75-A95 models are also available with the HiTech2 transmission and A105-A115 models with the HiTech4 transmission.



G Series

MODEL	MAX. HP*	
	STANDARD	BOOST
G105	105	110
G115	115	120
G125e	125	130
G135	135	145

All G Series models are available with the HiTech, Active or Versu transmission.



N Series

MODEL	MAX. HP*	
	STANDARD	BOOST
N135	135	145
N155e	155	165
N175	165	201

N Series models are available with the HiTech, Active, Versu or Direct transmission.



S Series

MODEL	MAX. HP*	
	STANDARD	BOOST
S286	280	310
S316	310	340
S346	340	370
S376	370	400
S396	400	420
S416	420	420



Q Series

MODEL	MAX. HP*	
	STANDARD	BOOST
Q225	230	250
Q245	245	265
Q265	265	290
Q285	285	305
Q305	305	305



T Series

MODEL	MAX. HP*	
	STANDARD	BOOST
T145	155	170
T155	165	180
T175e	175	190
T195	195	210
T215	215	230
T235	235	250
T235 Direct	220	250
T255	235	271

T Series models are available with the HiTech, Active, Versu or Direct transmission with the exception of the T255 model, which is available with the HiTech, Active or Versu transmission.