

# VALTRA TEAM



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New G Series

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**EDITORIAL**



## 2020 – A year to remember

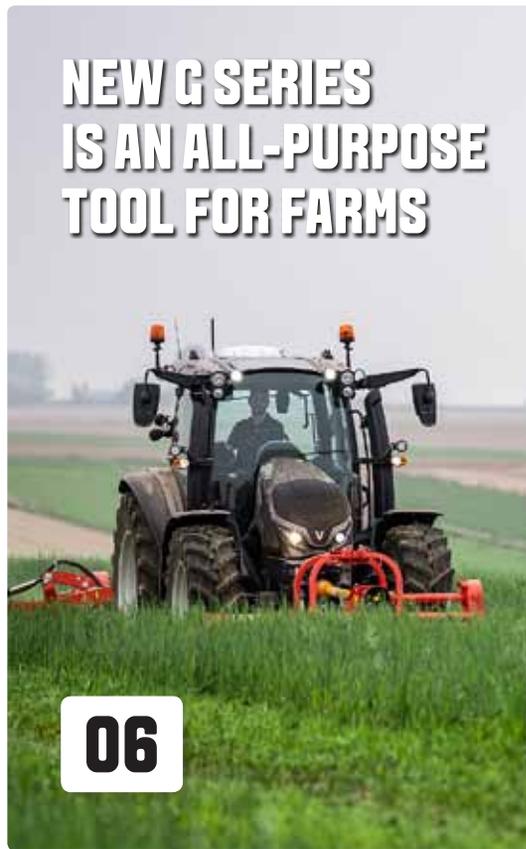
It is safe to say that 2020 will be an unforgettable year for many. We would like to thank you for your continued cooperation during the past six months as we've all learnt to adapt to the reality of this pandemic and adopt new ways of working. Our dedicated network of Valtra dealers are all open for business with appropriate social distancing measures in place and remain committed to provide you with the best level of customer service at all times.

Covid-19 restrictions meant we were faced with the challenge of launching our new tractor series online – a first for Valtra. On August 28th we unveiled our brand new G Series virtually during an online launch event that everyone was invited to attend. It was a great success and we have had some amazing feedback. Thank you to those of you who attended.

In spite of us facing such a difficult year we have risen to the challenge and continue to grow the Valtra brand, even though the UK Market is down by some 24% so far this year. Both in Ireland and the UK market share has grown to record levels and our latest volumes of deliveries, that we take from the Suolahti factory, has risen from 8% to 11% and we've secured 3rd place overall behind the French & German markets.

So thank you to you all who continue to support the Valtra brand and to those who will hopefully join us in the future.

Alan Sanderson  
MANAGER, NATIONAL SALES, VALTRA, UK & IRELAND



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SmartTouch Extend

Innovation



- 9" display
- Colour touchscreen
- Auxiliary screen on tractors with SmartTouch
- Standalone screen on N and T Series HiTech and Active and G Series Active tractors
- Designed to withstand cold, heat, vibrations and tough conditions



## Second screen alongside SmartTouch

SmartTouch Extend makes it possible on SmartTouch tractors to display simultaneously the ISOBUS implement control view on one screen and Valtra Guide automated steering control on the other, for example.

SmartTouch Extend makes it possible to use Valtra Guide on G, N and T Series Active models, as well as N and T Series HiTech models.

Some tractor drivers like having only one screen in the cab that can be divided into four smaller views and adjusted by swiping the screen. Others like to use the ISOBUS aux function, which enables ISOBUS implements to be controlled using the

tractor's own physical, programmable buttons on the joystick, for example. Still others prefer to have their ISOBUS and Valtra Guide functions displayed at all times on separate screens.

The SmartTouch Extend is also available as a second screen to the G Series Versu model, N4 and T4 Series Versu and Direct models as well as S4 models. The Extend screen is available as from the factory or as retrofit on G, N and T Series. On the S Series it is available only for new tractors from the factory. •

[www.valtra.co.uk](http://www.valtra.co.uk)

# NEWS



Valtra wants to offer its customers the best tractor user experience in the industry. This encompasses not only the tractor, but also all related services.

## NEW STRATEGY FOCUSES ON THE CUSTOMER EXPERIENCE

**V**altra has set a new vision to offer its customers the best tractor user experience. Farmers have a growing need to increase traceability, contractors want to optimise the use of their tractors, and tractors are being specified for new kinds of tasks. All these different needs are being met by introducing new services.

“It all starts from knowing the diverse needs of our customers and working together with our partners to meet them. Thanks to our Unlimited Studio, we are already the market leader in customer-tailored tractors. A quarter of all new Valtra tractors are customised at the studio. We want to expand this tailor-made approach also to our digital services, precision farming features and financing, for example. The focus is really on the customer and their needs – everything else supports this,” says **Tommi Malinen**, Director, Key Accounts and Strategy.

The best customer experience is being created together with AGCO, suppliers, the sales network and other partners at the factory, in R&D, in maintenance services, in spare parts and among dealers. •

### UPDATED LOOK FOR VALTRA

Together with the launch of the 5th generation G Series, a new look is being unveiled for the Valtra brand. While many elements will remain the same, such as the logo and the Your Working Machine slogan, many details are also changing. The new look marks a continuation of Valtra’s clear and streamlined Nordic brand image, and it can also be seen on the cover of this magazine.

“Our new visual image has been designed to be more flexible for use in different applications, especially digital ones. It also communicates more strongly Valtra features: “Purpose-built, robust and user-friendly solutions for extreme applications,” says **Pamela Engels**, Senior Manager, Communications & Digital Marketing.

### AGRIROUTER CONNECTS IMPLEMENTS TO THE FARM

Valtra is a partner in the Agrirouter data exchange cloud service. Agrirouter is a neutral platform to which data can be sent from farms and tractors and then shared with other machines on the farm, contractors, cultivation planners and even the food industry.

Agrirouter also provides access to easy-to-use NEXT cultivation plan software and the NEXT Machine Management module, which can exchange data between tractors and implements by different brands. Users also have access to the Wayline Converter tool, which enables waylines created by other automated steering systems to be used with Valtra Guide. Registering for agrirouter is free of charge and can be done on the [www.my-agrirouter.com](http://www.my-agrirouter.com) website.

Internet: [valtra.co.uk](http://valtra.co.uk)

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Valtra is a worldwide brand of AGCO

The team at Swaine Agri.



# SWAINE AGRI APPOINTED AS NEW IRISH DEALER

TEXT VALTRA PHOTO SWAINE AGRI

**S**waine Agri, based in Rhode, Co. Offaly have recently been appointed a Valtra dealer for County Offaly, North Kildare and part of Laois. Starting as a tractor & spare parts supplier, **Liam Swaine**, proprietor of Swaine Agri, has over 30 years' experience in the industry and is very happy with the inclusion of the Valtra brand to complement Swaine Agri's expanding stable of premium product lines.

## The team at Swaine Agri

"Our business for many years has been based on supplying good quality second-hand tractors with a strong focus on service and repairs. With the addition of the Farmhand franchises to supply new Krone,

Amazon and Quicke machinery our customer base has further expanded and we are seeing more and more demand each year for new equipment" states Liam.

"The next logical step was to look for a reputable tractor franchise to add to our expanding machinery portfolio, one that we can stand behind with our service promise and that is able to offer a wide range of reliable and productive machines suitable for our customers."

"Signing up with Valtra, a well-established brand in Ireland, with a great reputation for durability and reliability in our tough working conditions is a great addition to our business" adds Liam.

For more information visit [www.swaineagri.ie](http://www.swaineagri.ie)



G Series – The first 5th generation Valtra tractor

# BRAND-NEW MODEL SERIES IN THE 100–140HP RANGE

The new Valtra G Series has been designed to be an all-purpose tool for farms. The biggest model offers up to 145 horsepower, 560 Nm of torque with power boost at field speeds, making light work of agricultural tasks. The compact size, excellent visibility, hydraulics assistant and Live 3 feature in turn all facilitate front-loader tasks.

TEXT TOMMI PITENIUS PHOTOS VALTRA ARCHIVE

**T**he G Series is available in four models in the 100–145hp range with three transmission options, HiTech, Active and Versu, making it easy to find the most suitable choice for those looking to use the latest precision farming technologies, as well as those who prefer a more traditional

tractor.

The new G Series is also available in three equipment levels: Comfort, which includes auxiliary lights and suspension, Technology, which includes automated steering, and Technology Pro, which has all of these plus many other precision farming features. As always with

Valtra tractors, customers will also be able to order their G Series with tailored features. A wide range of front loaders are available, as well as two new colours: metallic green and metallic bronze. Even the most individual preferences can be provided by the Unlimited Studio at the factory.

The new G Series is not too big and not too small, just the right-sized tractor.



The G Series is Valtra's first 5th generation tractor, as indicated by the last 5 in the model number.





The G Series weighs 5140 kg. The light weight, compact size and agile performances makes it ideal for farm tasks. The maximum total weight is 9500 kg.

**Modern, spacious and comfortable cab**

The G Series has a comfortable, spacious and modern cab. Visibility is excellent thanks to the low nose, heated mirrors, up to ten working lights and a 0.35-square-metre panoramic roof. Altogether, the cab has 5.7 square metres of glass. Comfort is further enhanced by optional twin heaters, cab suspension, air conditioning, a mobile

phone holder with powerful USB charging plugs, and an excellent seat.

All G Series models come with a control armrest. Versu models come with the award-winning and highly praised SmartTouch user interface with touchscreen, allowing users to access the same precision farming features as on bigger N and T Series models. Active models are also available with SmartTouch

Extend auxiliary screen that can be used with Valtra Guide automated steering, for example.

**Shall we go to the forest, the fields or contracting?**

The G Series has been designed to be the ideal tractor for front-loader tasks. It offers excellent visibility, good weight distribution, front-loader mounting frames that are integrated with the chassis, a wide range of factory-fitted front loaders – all with electronic control, a hydraulics assistant that automatically increases the engine speed, and the Live 3 feature, which enables the simultaneous use of up to three different front-loader functions. Up to four hydraulic blocks are available at the front, and the AutoTraction feature eliminates the need to use the clutch pedal when performing front-loader or other tasks.

The G Series is also available with Valtra’s traditional forestry features. For forestry tasks, the G Series can be specified with narrow mudguards, forest tyres, a steel 170-litre fuel tank, polycarbonate glass, a rotating seat and cab protection that can also be used to fit auxiliary lights.



**Go, Look, Drive.**

The new G Series is extremely easy to get acquainted with and begin using. Access to the spacious cab is easy, and the simple-to-use controls are ergonomically positioned.



The new G Series is available with a compressed air connector on the side of the tractor by the cab steps, making it easy to adjust tyre pressures, for example.

The impressive features on the G Series make it equally suitable for contracting, such as municipal tasks and road maintenance. A powerful front linkage with a lifting capacity of 3 tonnes and PTO are available at the front.

### Versatile transmission for a wide range of tasks

The G Series has a 24+24R transmission with four ranges and six Powershift gears. The shifts from B to C range and between C and D ranges are automated. In traditional Valtra fashion, the parking brake is integrated with the forward-reverse shuttle lever, and the driver can also programme the transmission settings. With the optional creeper gear the slowest working speed is just 120 metres per hour. The hill-hold function keeps the tractor stationary even on steep hills without having to use the brake pedals.

HiTech models have an open hydraulics system that produces 100 litres per minute, while Active and Versu models have load-sensing hydraulics that produce 110 litres per minute. HiTech and Active models are available with up to three hydraulic valves at the rear and one

on-off valve, while Versu models are available with four hydraulic valves and one on/off valve.

The minimum lifting power at the rear is 50 kN across the entire lifting range. Ground speed PTO is also available along with three additional PTO speeds.

### Compact and reliable AGCO Power engine

The new G Series is powered by the reliable four-cylinder 4.4-litre AGCO Power 44MBTN-D5 engine. The compact size of the engine enables a very low nose that provides excellent visibility. The engine complies with Stage V emission regulations without EGR. An electronic wastegate and 1600 bar Bosch common rail injection offer fast response and plenty of torque

across a broad range of engine speeds.

All models offer power boost already at field speeds when driving in B5 or higher gears. Valtra's traditional Sigma Power is also available for the PTO.

The G125e is the model with EcoPower that lets the driver select between standard or Eco mode. When using eco mode the engine runs on lower speeds while increasing torque to up to 555 Nm. Eco mode saves fuel and extends engine lifetime.

### Not just a machine, but a user experience

The new Valtra G Series is easy to operate, maintain and purchase. Customers can reserve their own G Series conveniently online and can then discuss all the details, such as options, financing and possible trade-in tractors, with a local dealer.

Customers can specify their new G Series to suit their individual needs by choosing from a wide range of options and accessories. Any other equipment and features can also be fitted at the factory by the Unlimited Studio.

Valtra's new services cover the entire lifecycle of the tractor. Financing options allow customers in many countries to choose between purchasing or leasing the tractor. Valtra's aftersales Connect, Care and Go services make using the tractor predictable and carefree. Valtra Connect telemetry makes it possible to monitor tractor data remotely, as well as to authorise local service technicians to access the data. •

### Technical specifications

Model	Power (hp/kW)	Boost (hp/kW)	Torque Nm (std/boost)
G105	105/78	110/82	440/470
G115	115/85	120/90	460/510
G125e*	125/93	130/97	520/540
G135	135/100	145/107	550/560
All models are available with the HiTech, Active or Versu transmission.			

\*In eco mode: 115/85 125/93 518/555



Gareth Jones of GT Jones Contracting says his Valtras deliver with fuel efficiency and reliability.

## GT Jones Contracting

# HIGHWAYS AND BYWAYS

TEXT AND PHOTOS GEOFF ASHCROFT

**W**hat started out as a fencing operation for local farmers has evolved into extensive work within highways and infrastructure for south Wales contractor, **Gareth Jones**.

His business, GT Jones Contracting based at Crickhowell, Powys, currently handles site clearance, tree felling, drainage and ducting, plus landscaping, hydro-seeding and land reinstatement.

The backbone of the Jones operation is a fleet of seven Valtras,

accompanied by a variety of implements, plus excavators and attachments, to add functionality to the business.

“We operate using white diesel with our highways projects, so fuel efficiency is as important to me as reliability,” says Gareth.

“Fuel is a considerable cost to my business, so we need to make the most of it, and the Valtra’s don’t disappoint.”

“Where we don’t need full power – for example, pulling a fuel bowser or tipping trailer on civil engineering

tasks – these tractors are extremely frugal, which is important when you can clock-up 10–12 hours/day over a six-day week.”

Gareth’s loyalty to the Valtra brand grew from his family farming background, where his dad’s Valmet 865 left a lasting impression. This led Gareth to a Valmet 800 then a 6400 model – both bought secondhand over 20 years ago, to help the fledgling business.

“These tractors proved to be straightforward, robust and reliable,” he says.



Land reinstatement after civil engineering and utility projects calls for a flexible approach with available tractor power and implements.



Seedbed preparation gets underway, ahead of re-seeding with grass and wild flower mixes.

“And it’s what has kept me with the brand. I have no set replacement policy, we run our tractors as long as they remain reliable.”

High hours do not cause concern for the Powys operator. An early T120 model had clocked up an impressive 12,000 hours, and was only replaced because a larger, more powerful model was needed.

“Otherwise, it would probably still be here,” he adds.

“We have had experience of other makes through hired-in horsepower, but there’s little that can get close to the operating costs and the reliability of a Valtra.”

GT Jones Contracting’s current

fleet includes an N154, three T153s, a T174 and a T213 all in Active specification, while a T203 Direct model offers reverse drive capability. And a set of forestry tyres lets the reverse-drive T punch well above its weight.

“The combination of reverse drive with a CVT gearbox is something that really suits our Seppi forestry mulcher,” he adds.

“It’s hard work, but we can be precise and productive with it.”

The business also operates a Kesla whole-tree chipper, a BLEC stone burier, a MeriCrusher for stabilisation and rejuvenation, and a Kivi-Pekka stone collector has just been added to the portfolio.

“The heavy PTO work is something that these tractors take in their stride, and the Sigma Power just adds more muscle to the tasks,” he says.

“We’ve only recently stepped up to buying new, through J Davies & Son at Pencader, with our N154 and T174 models, and so far, these are proving popular with my operators.”

“There was some skepticism from buying a four-cylinder N Series, but it’s a short, light tractor with a very big punch,” he says.

“Regular servicing is essential to maintain performance and reliability. But so is good quality, clean fuel – and the condition of our fuel filters does back that up.” •

### The concept behind the new G Series

# NO GIMMICKS, JUST THE FEATURES YOU NEED

When developing a new tractor series, the most important consideration is not to invent as many new features as possible, but rather to focus on those that customers really need in their work. This is how product management can set the guidelines and targets for product development. **TEXT TOMMI PITENIUS PHOTOS VALTRA ARCHIVE**

**V**altra has traditions going back decades of working together closely with actual tractor users. The Suolahti factory, for example, has focused entirely on tailor-making tractors as ordered and specified by individual customers for the past thirty years, instead of mass-producing them according to forecasts and keeping them in stock. As a result, the factory has a very good feel all the time for the kinds of features and equipment that customers really want. In Finland, Valtra also sells tractors directly to customers without intermediaries, thereby maintaining a very close connection between the factory and customers. In addition, Valtra customers for decades have been welcome to visit the factory and see their own tractor being built.

“When we set out to design the new G Series, we put on our boots and went out to ask customers what kind of tractor they wanted. Ideas that were often repeated included, for instance, the perfect front-loader tractor and offering features from big tractors also on smaller tractors,” says **Tuomas Nevaranta**, Director, Product Management.

Everyone wants a “comfortable” cab, but what does comfortable mean? It is up to product management and product development to define exactly the technical features that a comfortable cab should include in practice.



**“We asked customers what kind of tractor they wanted.”**



During the design phase, the wishes and needs of customers need to be translated into technical solutions. For example, creating the perfect front-loader tractor meant giving it a large panoramic roof, excellent weight distribution, a wide range of front loaders, and joystick control on all models. The Live 3 feature was already offered on bigger tractors, but now it has been incorporated into the design of the G Series, making it available in the 100–140hp class. Live 3 makes it possible to use the joystick for three separate functions when loading bales, making for instance, these kinds of tasks faster and easier.

### **A small tractor with the features of a big tractor**

The tractor industry has long thought along the same lines as the car industry, offering the best options and accessories only on the biggest and most expensive models. With the new G Series, however, Valtra is offering the same features that are available on tractors with more than 200 horsepower.

G Series Versu models get the same precision farming features as on bigger tractors, including Valtra Guide automated steering, Section Control, Variable Rate Control, Task Doc and the U-Pilot headland management system. Operating the G Series has been kept simple thanks to the award-winning SmartTouch user interface, which allows the user to programme the tractor's functions very precisely according to individual preferences, adding to the premium user experience. Similarly, if the tractor is used by more than one driver, individual preferences are easy to set and recall every time a new driver enters the cab. •



The new Wayline Assistant feature makes it possible to store multiple crisscrossing waylines for a single field section, for example following the edges of the field.

## **Wayline Assistant enhances automated steering**

Valtra Guide automated steering is now available with a new Wayline Assistant option. Wayline Assistant significantly enhances automated steering by making it simple to store individual, meandering waylines in the memory. This is particularly useful when applying pesticide and fertiliser, for example.

“Wayline Assistant is the best new feature in the Valtra Guide automated steering system since it was first launched. It makes all field tasks easier, especially on smaller and irregular fields,” says **Johan Grotell**, Technology Product Specialist.

Wayline Assistant also makes it possible to create segmented waylines manually, either from existing waylines or according to the edges of the field. If there are multiple waylines crisscrossing the field, the automated steering selects the most appropriate wayline also in the headland or when the edge of the field is at an angle.

Wayline Assistant is available as an option on new G, N, T and S Series tractors, and it can also be retrofitted easily to models equipped with the SmartTouch armrest and auxiliary screen. Retrofitting requires no new mechanical parts and involves a simple software update by an authorised service technician. Customers can also purchase other features with SmartTouch, including TaskDoc Pro, Section Control and Variable Rate Control. •

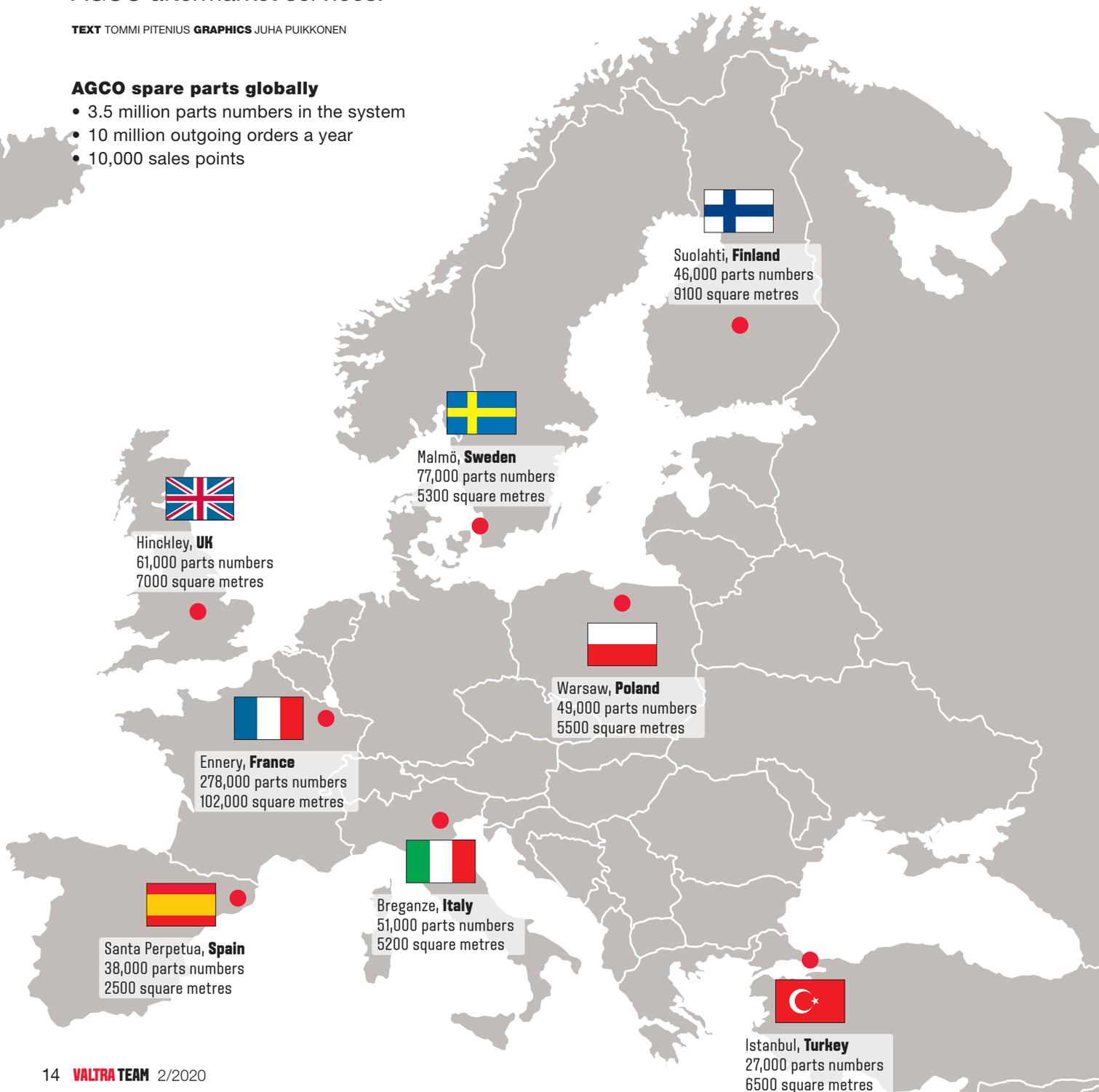
# AGCO SPARE PARTS CENTRES IN EUROPE

Valtra customers can order spare parts and have them delivered for the most part within 24 hours. Largest spare parts centres are located in Finland and France, but many countries also have local warehouses. In addition, importers and dealers usually keep smaller but highly optimised inventories with a good selection of the mostly commonly needed parts. Valtra's spare parts logistics are part of global AGCO aftermarket services.

TEXT TOMMI PITENIUS GRAPHICS JUHA PUIKKONEN

## AGCO spare parts globally

- 3.5 million parts numbers in the system
- 10 million outgoing orders a year
- 10,000 sales points





Charity Valtra T234 Direct.

RJ and KD Mclean

# FUNDRAISING VALTRA TRACTOR

TEXT SARAH HOWARTH PHOTO GRASSMEN

**V**altra UK & IE are pleased to be supporting RJ & KD Mclean on their venture to raise a massive £100K for charity using the LAMMA special edition wrapped T234 Direct.

A family run business, RJ & KD Mclean consist of mum, dad and four brothers who all work together. Over the last 35 years they've managed to build a successful tractor and plant business located in Shaftesbury, Dorset.

"We decided we would like to give something back to charity. We are very much family orientated and love to help people and an opportunity was presented to us at the beginning of lockdown just when all agricultural Shows were cancelled," explained **George Mclean**.

"Our local Valtra dealership offered us the LAMMA show tractor and we were lucky enough to buy it."

During the past few months the tractor has been with the Grassmen, who've been out and about with the tractor helping to raise money for the chosen charities. The Mclean family are now planning to get the tractor back over to the UK. With restrictions continuing to lift and ease they are hoping to take it out on the road to visit respite hospices to show poorly children and their families.

The money will be split between four charities – Children's Hospice Southwest, Salisbury District Hospital Stars Appeal, Julia's House and Northern Ireland Cancer Fund for Children.

To donate and keep up with the latest charity tractor news please visit [tractorsandplant.com/charity](http://tractorsandplant.com/charity)

From repairing faults to preventive maintenance

# VALTRA CONNECT LEARNS TO PREDICT FAULTS

Valtra Connect will soon be able to predict faults and other impending malfunctions in your tractor. The data transmitted by Valtra Connect will be analysed, and this data can then be used to plan any required maintenance. If the customer chooses, the system can also automatically request assistance from a local service centre.

TEXT TOMMI PITENIUS PHOTOS VALTRA ARCHIVE

**V**altra Connect has for several years enabled tractor owners and their local service technicians to monitor tractor data remotely. In the near future, this data can also be analysed at the Machine Monitoring Center, where analytics will continuously process the data transmitted by tractors and identify any action that is required in advance.

“So far we have only reacted to visible faults, such as fault codes, but in the future it will also be possible to prevent a wide range of faults in advance. For example, a component that is about to fail can be changed during servicing before it actually does fail,” says **Stephen Williams**, Director, Technical Service Escalation Management.

The tractor’s sensors measure dozens and even hundreds of different variables, such as speeds, temperatures, pressures, operating hours, flows and so on. If the Machine Monitoring Center notices

that a component is failing on the basis of its temperature, operating hours and pressure, for example, a message is sent to the local service centre.

“The nearest authorised Valtra service centre to the customer will receive a message explaining the suspected fault, instructions for fixing the fault, a list of the required components and an estimate of the time needed to make the repairs. This gives both the service centre and the customer the chance to agree on a suitable time to service the tractor,” Williams explains.

## **Testing complete, service to be launched at the end of the year**

The new service has been tested among customers in real-life conditions throughout the summer and early autumn. The same system is already in use or being introduced for other AGCO tractors, harvesters and sprayers, so there is already a lot of practical experience with the service.

“We will begin to introduce the

service on Valtra tractors at the end of the year. The system is being developed all the time, so its ability to analyse data, detect possible problems in advance and provide service technicians with repair instructions is improving continuously. This development work is facilitated by the fact that we are able to utilise the same technologies in different AGCO products.”

## **No additional costs, hardware or software**

The new service will be offered as part of Valtra Connect, so there will be no additional cost to customers. Similarly, no new hardware or software will be required. For existing Valtra Connect customers, accessing the service will be simple. Naturally, customers can also choose not to use the service.

The data that is gathered can be used not only to service individual tractors but also to help develop current and future models. •



Valtra Connect will soon be able to share tractor data not only between the owner and the local service centre but also with the Machine Monitoring Center, where advanced tools analyse the condition of the tractor. If any irregular data is detected that indicates an impending fault or malfunction, a message can be sent automatically to the customer's local service centre.





#yourlifetimematch

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FOR FORESTRY



FOR FARMING



FOR MUNICIPAL WORK



The 60th anniversary party at Valtra do Brasil was held at the factory in Mogi das Cruzes to the north of Sao Paulo on 10 February 2020.

brands in South America. The Valtra BH 194 HiTech is the most popular model today and is used especially in the sugar cane industry, where Valtra traditionally has had a strong position.

**Harvesters, sprayers and implements**

In addition to tractors ranging in output from 69 to 375 horsepower, Valtra do Brasil nowadays offers also combine harvesters, sugar cane harvesters, self-propelled sprayers and seed drills. There is high demand for Valtra’s advanced automated steering and other precision farming solutions on Brazil’s huge plantations.

Valtra has a network of 252 dealers and service centres in South America, including 166 in Brazil alone. Valtra dealers often sell rubber-tracked agricultural tractors by sister AGCO brand Challenger as well.

To mark its 60th anniversary, a party was held at the Mogi das Cruzes factory on 10 February along with a four-day Valtra Inova online event that attracted 50,000 followers. •

# VALTRA DO BRASIL TURNS 60

**V**altra has been a forerunner in Brazil in many areas: It opened the country’s first tractor factory in 1960, the Fruteiro was the first narrow tractor developed for coffee farming in the 1960s, the Valmet 138-4 was the first turbocharged and for many years the most powerful tractor model in the Brazilian market in the 1980s, Valtra introduced the first air-conditioned cab in the 1990s, and Brazil’s first tractor with a stepless transmission was launched in the 2010s.

Construction of what was then the Valmet tractor factory began in 1959 at an impressively fast pace. Valmet had less than ten years of experience manufacturing tractors in Finland when a sudden need arose to establish a factory in Brazil. With no e-mail back in those days, communicating over the vast distances was slow. Nevertheless, Valmet was a big company with plenty of expertise and resources to build the factory within the deadline set by the Brazilian government. As it turned out, the factory opened less than a year after the initial decision had been taken.

The factory got off to a good start, and it soon began further developing its Finnish tractor models to suit local conditions even better. The factory then began exporting its Brazilian tractors to other countries in South America and even Africa. As a result, Valtra has long been one of the most popular tractor

**Brazil's first tractor factory and the first to offer 4WD, turbocharging, an air-conditioned cab and stepless transmission.**



S&J Osborne

# MANAGING THE COST OF

TEXT AND PHOTOS GEOFF ASHCROFT



In just five years, S&J Osborne's tractor fleet has gained four Valtras.

# OWNERSHIP



**W**ith one eye on the cost of ownership, West Sussex contractor **Steve Osborne** of S&J Osborne took a leap of faith five years ago, moving away from his trusted tractor brand in favour of Valtra.

From just one model, the Osborne's seven-tractor fleet now includes four Valtras. The latest arrivals include a metallic white T214 Unlimited and a metallic grey T174 Unlimited – both supplied by Crawford's Billingshurst depot.

“The cost of kit has risen significantly in recent years, and we needed to look at the bigger picture rather than buying the same again,” explains Steve. “And we've been pleasantly surprised by what the Valtra's offer our business.”

From Broad Bridge Farm, Ashington, the father and son partnership of **John** and Steve Osborne continues to meet the needs of local livestock producers with a silage-focussed contract operation.

While 84-year old John prefers working slightly less hours than the rest of the team, third generation Osbornes **Sam** and **Daryl** – John's grandsons – are happy to spend long days in their customised Finnish rides.

“The boys really like the attention to detail that Valtra provides,” says Steve. “Everybody who drives them comments on how comfortable these tractors are, and the SmartTouch terminal on newer models teaches us something new every time we hook-up an implement,” he says.

Steve has become an advocate of choosing different colours for his Valtras.

“It helps us to stand-out without needing to add sign-writing,” he says.

When it comes to details, Daryl Osborne's metallic white T214 wears wheel nut pointers for easy safety checks, and the cab interior sports a seat cover, plush carpet, mats, plug-in fridge, and an array of cleaning products that would shame most fanatical truckers.

“It's boots-off with long days in the cab,” says Daryl. “Our cabs are our offices, so comfort and cleanliness are important to us.”

While the jury is out on the colour of S&J Osborne's next tractor one thing is certain, the Finnish brand looks set to remain an integral part of the Osborne fleet. •

Jussi Lappi, an engineer and a farmer

# “THIS IS A DREAM JOB FOR SOMEONE WHO GREW UP ON A FARM”

TEXT AND PHOTOS TOMMI PITENIUS



A large part of Platform Lead Engineer Jussi Lappi's workday is spent in the office and attending meetings.



Whenever possible he likes to do actual tractor work, often driving some new prototype.

Many of the employees who work at Valtra's Engineering Centre have a background in farming. Jussi Lappi, Platform Lead Engineer for the new G Series, is a good example of a product engineer with practical experience in using agricultural machinery.

## What kind of experience do you have with farming and agricultural machinery?

“I was raised on a livestock farm with both dairy and beef cattle. Until the age of 25, I worked full time on the farm and doing agricultural machinery contracting. Towards the end of my agronomy studies, I worked for a couple of years for a harvesting contractor in the USA. We began harvesting in Texas in April and ended up by the Canadian border before Christmas. We also did a few other agricultural machinery contracting jobs. During my engineering studies, I worked full time operating forest machinery, including both harvesters and forwarders.”

## What kind of education do you have?

“Already when I was young, both engineering and agriculture were strong options. In addition to agricultural studies, I earned a Bachelor's degree in engineering, specialising in embedded systems design. I then earned a Master's degree in technology competence management.”

## What kind of a career have you had?

“After working in agriculture and forestry in my early years, I worked in after-sales positions at forest machine manufacturer Ponsse and material handling equipment manufacturer Mantsinen. At Valtra, I worked as a service specialist and a field service manager before taking up my current position. I travelled a lot in my positions in service, so I got to see up close how tractors were used around the world.”

## What does your current job involve?

“As Platform Lead Engineer, I am responsible for the overall product development of new tractor models, for example, starting from defining requirements and ending with series production. In this position, practical experience with actual tractor work is extremely valuable. The actual work involves a lot of meetings and office work, but I like working with tractors whenever I get the chance. In my spare time, I help my friends doing tractor and other farming tasks, and I often use these opportunities to test drive our prototypes. My current position is very demanding and can tie me down a lot at times, but I still manage to work hundreds of hours a year driving tractors. This really is a dream job for someone like me who grew up on a farm – a good mix of agriculture and engineering, both practical and theoretical.” •

View the entire Valtra Collection: [www.shop.valtra.com](http://www.shop.valtra.com)

**Valtra** Collection

**VALTRA SAFETY WORKWEAR**

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**Valtra** Models



**F Series**

MODEL	MAX. HP*
F75	75
F85	85
F95	95
F105	105



**A Series**

MODEL	MAX. HP*
A74	75
A84	85
A94	95
A104	100
A114	110
A124	120
A134	130
A104 HiTech 4	100
A114 HiTech 4	110



**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
N134 HiTech	135	145
N154 Eco HiTech	155	165
N174 HiTech	165	201
N134 Active	135	145
N154 Eco Active	155	165
N174 Active	165	201
N134 Versu	135	145
N154 Eco Versu	155	165
N174 Versu	165	201
N134 Direct	135	145
N154 Eco Direct	155	165
N174 Direct	165	201



**S Series**

MODEL	MAX. HP*	
	STANDARD	BOOST
S274	270	300
S294	295	325
S324	320	350
S354	350	380
S374	370	400
S394	400	405



**T Series**

MODEL	MAX. HP*	
	STANDARD	BOOST
T144 HiTech	155	170
T154 HiTech	165	180
T174 Eco HiTech	175	190
T194 HiTech	195	210
T214 HiTech	215	230
T234 HiTech	235	250
T254 HiTech	235	271
T144 Active	155	170
T154 Active	165	180
T174 Eco Active	175	190
T194 Active	195	210
T214 Active	215	230
T234 Active	235	250
T254 Active	235	271
T144 Versu	155	170
T154 Versu	165	180
T174 Eco Versu	175	190
T194 Versu	195	210
T214 Versu	215	230
T234 Versu	235	250
T254 Versu	235	271
T144 Direct	155	170
T154 Direct	165	180
T174 Eco Direct	175	190
T194 Direct	195	210
T214 Direct	215	230
T234 Direct	220	250

\*ISO 14396