

VALTRA TEAM



+ Remote-control
**Efficient,
functional
and safe**
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+ Precision Lift & Load
**Integrated loader
scale adds precision**
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+ Valtra T234
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Environmentally friendly farming in northern Italy

WATER BUFFALO FARMERS RELY ON VALTRA TRACTORS

page 06

EDITORIAL



THE BEST TRACTOR EXPERIENCE

Welcome to the first Valtra Team magazine of 2022. I'd like to start off by thanking each and every one of you for your support last year and for making 2021 the best ever year for Valtra and we hope to continue this trend moving forward.

Last year we successfully launched our new fifth generation A, G, N & T Series machines and we have further exciting developments to come later this year. Please keep an eye on our social media channels for more information. We continue to be recognised as an award winning tractor brand. Our newest tractor series, the G Series, has just won the Utility Tractor category at the FARM MACHINE awards which was formerly known as Machine of the Year. This is one of the most coveted awards in agricultural engineering so we are really pleased to have received this award.

With Covid restrictions now lifted we will be looking to support our dealers with their own demo days, events and local shows throughout the year. We were due to attend the re-scheduled LAMMA show in May but we have made the decision that we will no longer be attending. We would still like to show our full support and commitment for the show moving forward so we are very happy to announce we will be returning to the show in January 2023. You will still be able to see us in person in 2022 at the Royal highland Show and Royal Welsh Show.

I hope you enjoy reading this copy of our Valtra Team magazine and wish you and our families a happy, healthy and prosperous 2022.

Best wishes.

Alan Sanderson
MANAGER VALTRA NATIONAL SALES UK & IE



"The comfort Valtra offers on the road has no equal among the competition"

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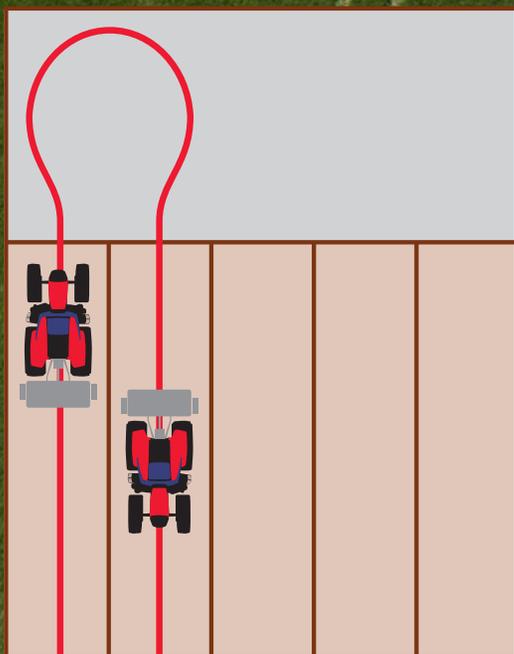
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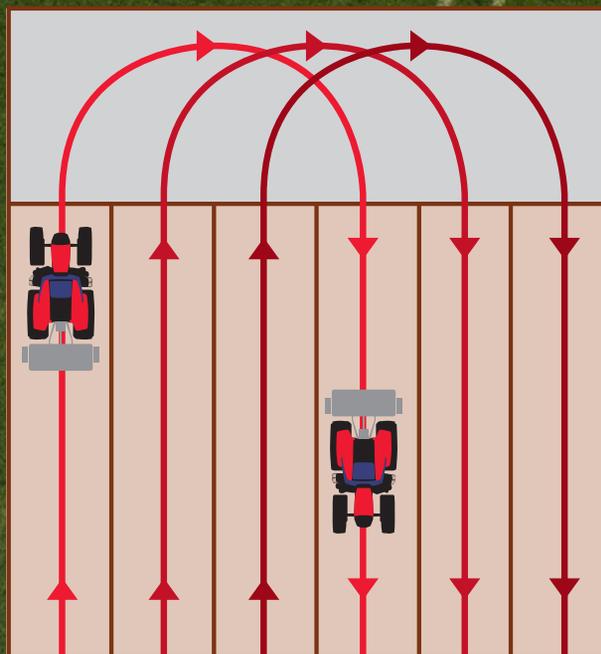
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U turn:
The tractor turns automatically in the headland into the adjacent undriven wayline. The tractor makes a small hook in the headland according to the maximum turning radius. This requires a relatively large headland.



Part field mode:
The tractor turns automatically in the headland into the third, fourth or further wayline. This requires a smaller headland than for U turns.

SmartTurn completes automation of field tasks

SmartTurn automatically turns the tractor in the headland

Together with Auto U-Pilot headland automation and Valtra Guide automated steering, the new SmartTurn feature completes the automation of field tasks by automatically turning the tractor in the headland. As a result, the driver does not have to touch the wheel at all in the field. This innovation improves precision, saves time and fuel, prevents soil compaction and enables the driver to focus entirely on the quality of work. SmartTurn also makes it possible to work effectively in dark, foggy and dusty conditions.

Working with Valtra SmartTurn begins by defining

the borders of the field and headland, unless they are already programmed into the Valtra Guide system. After this, the required turning radius is calibrated according to the type of implement being used by turning the tractor sharply to the right and left. The final step is to select between two turning options. U turns and part field mode are suitable for both mounted and trailed implements.

SmartTurn is a software feature and does not require mechanical modifications to tractors equipped with Valtra Guide. •

www.valtra.co.uk



NEWS



The Valtra Showroom is a virtual tractor dealership that you can visit online if you are unable to visit your local dealer in person.

Valtra Showroom

VIRTUAL DEALERSHIP FOR VALTRA TRACTORS

The Valtra Showroom was created during the Covid-19 pandemic to offer a similar experience to a well-stocked Valtra dealership, except online. Although the corona crisis is beginning to ease, the Valtra Showroom continues to be a popular website.

“The Valtra Showroom is a type of interactive version of the Valtra website. The virtual showroom features seasonal competitions, online games and very detailed 3D models of our tractor models,” says **Jussi Valkonen**, Marketing Communications Manager.

The Valtra Showroom was launched in August 2020 in connection with the unveiling of the new G Series. It features information about Valtra tractors and financing, the Valtra Collection online store, entertainment and even a Finnish sauna. In the spring, a SmartTour truck was added to the virtual showroom and can be explored both inside and out.

“The Valtra Showroom has become part of the Valtra website and will be further developed. It is the easiest way to visit a Valtra dealership, even from your home sofa,” Valkonen adds. •



EVEN HIGHER PRECISION FOR SECTION CONTROL – FREE OF CHARGE

Precision farming will become even more precise later this year when Valtra customers get access to the Section Control 96 with Multiboom feature. The new Section Control 96 feature can divide the boom of an implement, such as a sprayer or feeder of a seed drill, into up to 96 different sections. These sections, in turn, can be divided into three consecutive rows. On a seed drill, for example, fertiliser and seed can be dispensed separately with extreme accuracy. The new Section Control 96 feature can also control one implement at the front and one at the rear of the tractor.

The new Section Control 96 with Multiboom feature can be installed free of charge on all Valtra tractors with Section Control 36 during scheduled maintenance. Customers using Section Control 24 or who do not have any section control on their Valtra tractor can order the new feature for an additional fee. •

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BGG tractor operators – brothers Matthew and Robert Ducker, with Ben Gristwood. Robert Ducker enjoys driving the N- and T-series tractors. “I like the smoother 6-cyl engine of the T-series, but the more manoeuvrable N-series is great for verge cutting on narrow lanes,” he commented. “A lot of extra equipment is carried when we are working for local authorities, and a big advantage of Valtra tractors is the amount of in-cab storage space available.”

BGG GARDEN & TREE CARE LTD

TEXT AND PHOTOS BY DAVID WILLIAMS

A fleet of eight Valtra tractors maintains the grass verges and drainage channels of Gloucestershire and most of Oxfordshire.

The Valtra N- and T-series tractors are owned by BGG Garden & Tree Care Ltd, based near Faringdon.

“We bought our first Valtra in 2010,” explained owner **Ben Gristwood**.

“We specialise in local authority and highways contracts and maintain verges from May to September, then cut hedges until March. Grip cleaners replace some of the cutting heads during winter.”

Some of the tractors are used mostly for tree work and demand for the company’s services has increased due to the ash dieback fungal disease. A T234 with TwinTrac reverse drive powers a large chipper, and two additional T-series tractors haul woodchip for biomass and tow excavators with



▲ The main chipper operator is Dennis Stayt. “I spend up to eight hours per day in the T234 and it’s a very comfortable place to be,” he said. “The controls are simple and logically laid out, and the cab and front axle suspension give a really good ride when travelling long distances between sites. The Skyview roof makes the cab feel large. The black Valtra looks very smart, and it’s easy to take pride in its appearance.”

▼ BGG Garden & Tree Care Ltd uses a fleet of eight Valtra tractors to maintain roadside verges and hedges across Gloucestershire and Oxfordshire.

tree shears between sites on plant trailers.

“Business growth means we always need more tractors. We’ve tried other brands but remain more than happy with Valtra and the

back-up from Chandlers (Farm Equipment) Ltd,” Ben confirmed.

“We update the tractors after four years and they hold their value well – even after working 2,000 hours annually.” •

Morisiasco family brings domestic water buffalo from southern to northern Italy

VALTRA TRACTORS AND WATER BUFFALO

TEXT AND PHOTOS OTTAVIO REPETTI

Owners of the Moris Farm:
Franco Morisiaco (right)
and his son Ivan.



Raising buffalo in Italy is usually associated with the southern parts of the country. As the popularity of buffalo meat and milk has grown over the years, however, it was inevitable that buffalo farming would expand. Twenty years ago, a pioneering breeder by the name of Franco Morisiaco brought the first domestic water buffalo to Piedmont in the north of Italy. To help him on his livestock farm, Franco relies on Valtra tractors.

The Morisiascos are a well-established farming family from Piedmont, in the northwest of Italy. The family has been raising buffalo since 2002 and today own some of the best breeds in Italy. Two years ago, the Morisiascos got acquainted with their first Valtra tractors, which convinced them to switch their entire fleet to the Valtra brand. They now own a total of seven Valtra G, N, T and S Series tractors.

Franco Morisiasco runs the family farm “Moris” with his children **Ivan, Elena and Elisa**. Located just a few kilometres northwest of Cuneo, the farm is now home to the largest buffalo herd in northern Italy. The 1200 animals are raised in modern facilities and produce milk, mozzarella, cottage cheese, seasoned cheese, ice creams and ingredients for cosmetics.

Franco Morisiasco is not new to large-scale farming.

“We bred beef cattle for decades before switching to Holstein dairy cattle in the ‘80s, and with that breed we reached the top of the milk production rankings,” Franco Morisiasco says.

Then one day he tasted buffalo mozzarella, and those who are acquainted with this special product know what an experience that can be. Franco decided then and there to bring domestic water buffalo to Piedmont.

Moris Farm began breeding buffalo in 2002, and in 2017, 2018 and 2019 it won the award for best



“The comfort Valtra offers on the road has no equal among the competition.”

The Morisiasco family has purchased seven new Valtra tractors in the past couple of years.

genetics at the Italian Farming Fair in Caserta. Today, Moris Farm sells not only dairy products, but also domestic water buffalo genetics. Customers in Italy, France, Great Britain, Germany, Russia and Indonesia are now raising Morisiasco buffalo!

All Valtra tractors

Franco Morisiasco made a bold move in 2002 when he switched entirely from cows to buffalos. He made a similarly decisive move in 2020 regarding his tractors.

“We purchased a Valtra N and a Valtra S Series in 2020. At the end of 2021, we ordered five more tractors and are now the proud owners of two G115 Versu, one N174 Direct, three T Series

Valtra tractors on Moris farm

- 2 x G115 Versu
- 1 x N174 Direct
- 1 x T145 Direct
- 1 x T175 Direct
- 1 x T235 Direct
- 1 x S274

Direct models and an S274. The N and S are both fourth generation models, while the others are fifth generation models,” Morisiasco says.

His choice was driven by several reasons: good value for money, comfort and amazing road performances, among others.

“All tractors behave well in a field, but on the road things can get tricky. The comfort Valtra offers on the road has no equal among the competition. The suspension is really effective, and within the cab you can enjoy silence and excellent air conditioning in all conditions,” the farm’s chief driver **Alin Sapunaru** told us.

Cover crops

Moris take seriously the idea of alternative farming: the farm has reduced mineral fertilisers and leverages on beans rotation to replenish the nitrogen lost with corn cultivation. There is no seed treatment but rather cover crops instead.

"The suspension is really effective, and within the cab you can enjoy silence and excellent air conditioning in all conditions."



"Flying colours for the electronics too: the armrest is avant-garde thanks to the SmartTouch, which is so simple to use. We have sown in autopilot. The result: perfect effortless lines," he adds.

All the Valtra tractors on Moris Farm are equipped with Auto-Guide automated steering and telemetry and are therefore ready for variable rate control and other precision farming operations.

Nature oriented

Moris Farm is engaged in environmentally friendly techniques, such as minimum tillage and biodynamic agriculture. They are very determined to extend this also to their breeding activities.

"We do not use antibiotics and aim to avoid medicines altogether in the future. Healthier cattle will give us the best products," Franco Morisiasco says. •



Although Moris is a very modern farm, there is still space for tradition. In this picture, the priest of the nearby village blesses the herd and the farm, as it has been done in honour of Sant'Antonio for centuries.

**Buffalo meat is healthy
and can even be eaten raw.**



Alternative crops

Tests to evaluate intolerances have been conducted over the past two years to improve the health and wellbeing of the animals. Thanks to the analysis, it was discovered that digestion issues can be avoided by switching from soy and wheat straw to peas and barley straw. After calving, sunflower oil is used as a starter.



Enjoy your meal!
Buffalo meat is healthy, as it contains only 1.5% fat and 35 mg cholesterol per 100 g compared to around 80 mg for bovine meat. It is perfect for a balanced diet.

One caveat: it should be consumed mature and cooked at a low temperature, so that it stays tender. Otherwise, it can be consumed raw, to appreciate it in full.





Valtra user

AGRIBALE LTD

TEXT AND PHOTOS BY DAVID WILLIAMS

A Cambridgeshire/ Northamptonshire-based straw merchant has ordered a large fleet of Valtra tractors again for this harvest, after using the brand for the first time last year.

AgriBale Ltd specialises in supplying biomass for energy production. Straw is baled by a fleet of 14 large square balers, then collected and transported by seven Heath SuperChasers which each carry 12 Hesston size bales.

“We buy straw within a 50-mile radius of our Peterborough base, then bale and store it until the fuel is needed. Last year we baled approximately 60,000t and expect

that figure to increase in future,” explained Managing Director **Doug Price**.

The baling season starts with a small amount of hay, but most is during a 10-week period from the start of the cereals harvest until September. Miscanthus is baled in the spring, and demand for the crop is increasing.

“For most of the year we use just a few tractors and telehandlers and a fleet of seven lorries, so it’s cost-effective to hire the additional tractors for harvest,” he continued.

“Last year I was approached by **Chandlers (Farm Equipment) Ltd**, regarding changing from a competitor brand to Valtra.”

Eight T234 Versu and four T254 Versu tractors powered Massey Ferguson large square balers for 10 weeks from July to September last year.



Operator Craig Nicol was very impressed by his Valtra T4 Versu.



Valtra T234 Direct tractors were ideal for operating the Heath bale chasers. Cambridgeshire-based AgriBale operated a fleet of 17 Valtra T4-series tractors last harvest – baling and transporting 60,000t of straw.

“We hadn’t used Valtra before, but the tractors have a good reputation and we were confident in the support from the dealer. The Area Sales Representative, **Ben Shacklock** put together a competitive deal, so we placed an order.”

The 17-tractor hire fleet included eight T234, and four T254 Versu models to power the balers, plus five T234 Direct tractors to pull the Heath chasers. The tractors were all supplied in black, and with black wheels.

“Black tractors with red balers are immediately recognisable as ours and create a professional image which inspires confidence in our service.”

Valtra Connect

The tractors all had Valtra Connect telematics.

“Fleet management was much easier,” Doug stressed. “We cover a large area and monitoring the fleet’s progress through a smartphone app helped me make informed decisions regarding which tractors and balers to allocate to which jobs without having to phone the drivers.”



Three of the 12 Valtra T4-series tractors with Massey Ferguson balers.

Dependable fleet

The tractors went straight to work and the 12 on balers ran at maximum power in boost mode every day.

“We had minor teething issues, but there was only one afternoon that we couldn’t operate at full capacity. Chandlers looked after us well, and after the first 50-hour services we experienced very few problems.”

“We will need even more tractors year, and an order has been placed with Chandlers for the latest 5-series models which feature useful upgrades. Our operators like Valtra and the back-up from Chandlers last year was exceptional, so selecting Valtra again was an easy decision,” Doug confirmed. •



Doug Price (left) with Chandlers’ Area Sales Representative, Ben Shacklock, who looks after the AgriBale Ltd account.



Remote-controlled tractors have been used for ploughing snow in closed-off areas, such as airports and roads. A new speed record was also set when an unmanned Valtra snowploughed a road at over 73 km/h.

Remote-controlled tractors can be used for farming and special tasks

A STANDARD VALTRA CAN BE CONVERTED INTO A REMOTE-CONTROLLED TRACTOR IN JUST HALF AN HOUR

TEXT TOMMI PITENIUS PHOTOS VALTRA ARCHIVE

Valtra has tested remote-controlled tractors in a variety of tasks in recent years, and the technology has been honed to become entirely viable. Any standard tractor with Valtra Guide can be equipped with four cameras and a modem for remote control. In addition to agricultural tasks, remote-controlled tractors are suitable for use by rescue services, airports and the

defence forces, as well as for municipal contracting.

In agriculture, remote control can increase the efficiency of field tasks. For example, one driver can control two different tractors, each working independently using Valtra Guide, Auto U-Pilot and SmartTurn. Remote-controlled tractors can be operated from a cab-like station or by a small portable control unit.

“Consider, for example, a



Cameras mounted on the outside show the operator what is happening around the tractor.

Remote control can be fitted on any standard 4th or 5th generation Valtra tractor.



The tractor controls here are situated in a van. It is also possible to control a tractor remotely using the controls in another tractor or with more limitations using a portable control unit.



the driver. Such tasks can be found, for example, in rescue and police departments, as well as the defence forces.

For example, IBC containers containing hazardous chemicals and explosives found at an airport terminal have been transferred by a remote-controlled tractor during exercises. The driver is not endangered, as the tractor can be operated from hundreds of metres or even hundreds of kilometres away. On military or humanitarian missions, remote-controlled tractors can even be used to clear mines, for example.

The capabilities of remote-controlled tractors have also been demonstrated by setting a new speed record in 2018, when an unmanned Valtra T254 Versu snowploughed a road at over 73 km/h. The following year, a pair of remote-controlled tractors were used to snowplough the runway at Ivalo, the northernmost airport in the European Union.

Remote control and automated steering are the last steps on the road to full autonomy of tractor work. Remote control can also be used together with normal operation: for example, the driver can move the tractor on the road and then use remote control in the field. Remote control is also excellent for product training and tractor demonstrations. •



situation where a farmer or contractor needs to dig a ditch with an excavator. The removed soil is loaded onto the trailer of an adjacent tractor. Without remote control, the driver must move the tractor a little further as the ditch progresses, or the tractor must be operated by another driver. With a portable remote control, the driver can move the tractor forward without getting out of the cab of the excavator," describes **Pekka Päivikkö**, Product Manager, Valtra.

The remote-control system does not impair the performance

of the tractor in any way and can be installed or removed in just half an hour. In fact, the threshold for introducing the system is extremely low, as it can be fitted on any standard 4th or 5th generation Valtra tractor. The remote control requires a 5G or equivalent high-speed internet connection on a public network or the farm's own network.

Remote control keeps the driver safe

Remote-controlled tractors are particularly well-suited for tasks that are potentially dangerous to



Eeli Heimonen, Joni Harjaluoma and Pasi Lupsakko carried out a full refurbishment of the Austrian customer's Valtra tractor. The tractor was ready before Christmas but was delivered to the customer in 2022 due to the corona pandemic.

CHRISTOPH BRUNNER WINS ULTIMATE REFURB OF HIS VALTRA

TEXT AND PHOTOS TOMMI PITENIUS, ERWIN BIRGLECHNER

Austrian farmer **Christoph Brunner** won a full manufacturer refurbishment of his Valtra 6350 HiTech tractor in the Vin to Win prize draw in summer 2021. His 2005 model tractor had 9500 hours on the clock and was in good condition when it arrived in Suolahti in late October. For example, Brunner requested that the gearbox not be opened since it has always worked perfectly. The only components that were actually broken were the charger and water pump, but they were not official Valtra spare parts. Otherwise, the tractor had been serviced by an authorised dealer using only genuine Valtra parts.

“We measured the power output and hydraulics, and they were exactly the same as when the tractor left the factory. Overall, it was clear that the tractor has been well maintained, regularly greased and kept clean,” says **Pasi**

Lupsakko, who participated in the refurbishment.

A special team from Valtra's maintenance services was assembled to carry out the refurbishment alongside their regular work. The project also provided good practice for those working in spare parts and maintenance services.

“There were no leaks when the tractor came in. The cassette seal on the rear axle was replaced at the customer's request, and one of the hydraulic hoses had some surface moisture, so it too was replaced. In general, the idea was to replace any suspicious parts that we found when taking the tractor down to the bare frame,” says **Eeli Heimonen**, another member of the team that participated in the renovation.

Although the complete refurbishment of older tractor is not a service that Valtra's maintenance services normally provide, it can be done by customers themselves

or at a local service centre. Remanufactured transmissions and engines, Valtra service packages and comprehensive spare parts services are all available to support refurbishments. Even if the goal is not an ultimate refurb as in the Vin to Win competition, it is still worth maintaining older tractors. •

Refurbished components

- Interior of cab
- New tyres
- Repainted frame
- LED lights
- Charger
- Water pump
- Tie rod ends
- New steps
- Main power switch added
- Swivel fenders added
- Repainted engine cover
- In total, approximately 650 parts were replaced



Valtra T-series tractors are used by Pádhraig Nannery to transport heavy plant.

THE NANNERY FAMILY

TEXT AND PHOTOS BY DAVID WILLIAMS

More than 10 Valtra tractors make up the fleet of Co. Cavan, Ireland-based contractors – the Nannery family. The family manages the business alongside a beef cattle enterprise.

The contracting operation has two divisions. **Tomás Nannery** specialises in groundworks, land drainage and reclamation. He uses a T234 Direct to move heavy machinery on low loaders, and to pull dump trailers. N174 Active and T174 Active tractors and an older 8350 perform general site work and fertiliser spreading.

Tomás' brother **Pádhraig** specialises in agricultural services. His fleet includes three T154 Active tractors, a T214 Versu, and several older T-series. Slurry applications and silage harvesting are the main activities although most general field operations are offered.

“Our father **Tom** bought his first Valtra in 1999 from **Clarke Machinery Ltd**, our local dealer,” explained Tomás.

“Our business has grown and now some of our tractors work up to 1,800 hours per year, but they seldom let us down. Back-up from the dealer’s sales and service teams is excellent, and I can’t envisage us changing brands.” •



Co. Cavan-based contractors – (l-r) brothers Bart and Pádhraig, their father Tom, and Tomás Nannery.



Agricultural contractor Tomás Nannery specialises in slurry applications and relies on a fleet of Valtra T-series tractors.

The Precision Lift & Load feature on the Valtra N175 Direct tractor has increased the precision of all loading work and made it easier to track the feed balance, for example. Ville Kari has used Precision Lift & Load for more than 100 hours in loading work, as well as a retrofitted loader scale for three years.



Precision Lift & Load with integrated loader scale

WEIGHT, QUALITY, TIME AND LOCATION DATA STORED IN THE MEMORY

A smart loader scale does much more than just weigh the load. It also remembers the time of loading and the type of goods loaded. In addition, for example, it automatically sets the loader to the desired position and prevents it from hitting the roof of the building. An integrated scale can also access the location information provided by Valtra Guide and later show the exact loading position on the map.

TEXT AND PHOTOS TOMMI PITENIUS

Ville Kari has a dairy farm with 60 cows in Lehtimäki, Finland. In addition to dairy cattle, Kari also raises the bull calves born on the farm. Alongside his own farming and agricultural contracting, Kari also does forest contracting with two tractors and sells gravel from his own gravel pit.

“We have an organic farm, which means we have to keep a constant record of the feed balance. The feed

balance shows how much feed has been made, how much has been fed and how much is left. Location information is also required to determine how much feed is in each bunker, silo or bale. Precision Lift & Load is a huge help in maintaining the feed balance,” says Kari.

When Kari goes out to collect silage from the bunker, for example, the smart loader can tell how much forage has been collected, when

and where. The mixer wagon is also equipped with a scale, which is used when making fodder mixes; cows, heifers and bulls all have their own recipes.

Speed and precision

Ville Kari also has more than three years of experience with the retrofitted Q-companion loader scale, which he still uses with his Valtra T234 Direct tractor. However,



Ville Kari has experience with both traditional loader scales and Precision Lift & Load, which is integrated into the SmartTouch armrest.

Precision Lift & Load features

- Weighs loads
- Records location, time and type of load
- Easy-to-use shake function
- Loader moves to set position at the push of a button
- Upper and lower limits for the loader, for example when working indoors



Precision Lift & Load is extremely easy to use.

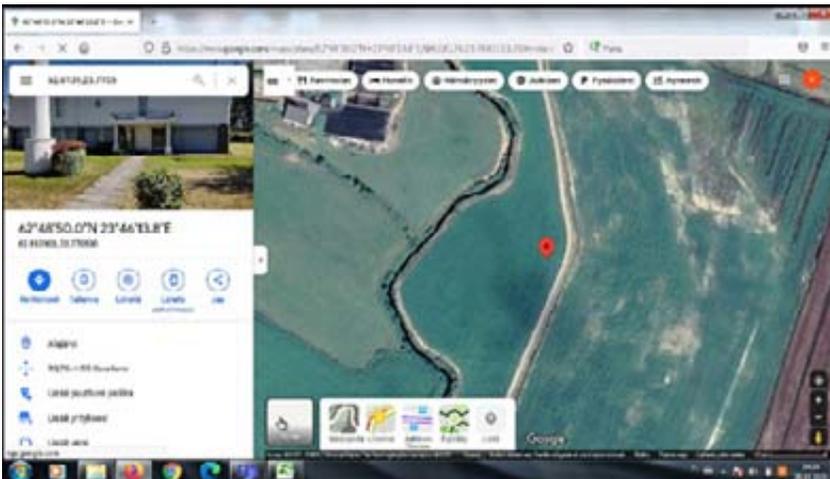
the retrofitted loader scale does not store location information.

“One of the advantages of the Precision Lift & Load being integrated with the tractor is that the bucket automatically turns to the weighing position. With the old loader scale, the bucket always had to be turned to the calibrated measuring position. It was pretty slow waiting for the bucket to get in exactly the right position,” Kari explains.

The integrated loader scale has also added precision to all tasks. When sand used to be sold from the gravel pit, the amount had to be estimated. Likewise, the weights of bales and the like were estimated by eye. Now it is possible to invoice for grain or gravel, for example, with exact precision without too few or too many kilos. It is easy to show the buyer the loaded quantity as the basis for invoicing.

It is also easy to keep track of all the tasks that have been performed, as the name of each task, the weight of each load, the number of loads and the loading location are all listed on an Excel spreadsheet. This data can be used to verify what tasks have been performed for an EU or organic inspector, for example.

Precision Lift & Load can even be used for snowploughing, as the plough attached to the front loader can be automatically returned to the ploughing position at the push of a button. Similarly, an upper limit can be set for the front loader to ensure that it is not raised too high inside the barn. Once created, the settings remain in the system’s memory as separate profiles. •



It is easy to view stored task data on the home computer. The report shows the task name, weight, number of buckets, time and location, and the exact location of each load can be shown on Google Maps with a single click.

Ville Kari’s farm

- Dairy farm produces milk, meat and grains
- 2 full-time employees plus 1–2 seasonal workers
- 300 hectares
- 60 cows
- 140 calves, heifers and bulls
- Forest contracting, gravel sales, road maintenance
- Valtra tractor fleet: T234 Direct, N174 Versu, T203 Direct, N142 Direct, A93 and 6750
- Sampo Rosenlew C6 combine harvester, Kobelco 140 and Yuchai 135 excavators, NH telehandler

Arctic:

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Ari Vatanen has farmed in both Finland and France.



Valtra and Tommi Mäkinen teamed up for almost 20 years.

VALTRA AND THE FASTEST FARMERS IN THE WORLD

Tommi Mäkinen, Carlos Sainz, Timo Salonen, Marcus Grönholm, Ari Vatanen and Juha Kankkunen are all World Rally Champions and also farmers who drive Valtra tractors. The collaboration between Valtra and rally stars was particularly close from the 1980s to the early 2000s.

“Ari Vatanen was so popular in France that the carpet literally wore out around him at the SIMA exhibition in Paris when people queued up for autographs. Juha Kankkunen in turn opened the doors to President Carlos Menem of Argentina when we set up an import company there. Forty journalists came to the president’s farm, and we even made the evening news. Tommi Mäkinen won Rally Argentina immediately after the press conference. In just a few

years, we sold 700 Valtra tractors in Argentina,” recalls **Arto Tiitinen**, Valtra’s Director of Sales and Marketing at the time.

All the rally champions sponsored by Valtra were farmers. They all drove Valtras and really knew their tractors. For example, Tommi Mäkinen participated in ploughing competitions when he was young and was even Finnish ploughing champion. The Mäkinen and Kankkunen farms are located just a few tens of kilometres south of the Suolahti factory.

“My collaboration with Valtra started at a very young age in ploughing competitions. Juha Kankkunen and Ari Vatanen were already involved in Valtra’s rally activities, and I followed them. This collaboration continued all the way until 2003, when I stopped racing,”

recalls Tommi Mäkinen, four-time World Rally Champion.

Mäkinen still cultivates seed crops on his farm and drives several hundred hours a year with his Valtra N and T Series tractors. In addition to farming and machine contracting, Mäkinen is Motorsport Advisor to Toyota.

Triple win for Valtra

The collaboration between Valtra and rally drivers has involved much more than just a logo on their overalls. Different forms of collaboration were thought out together, and many stunts that appeared spontaneous were actually the result of careful preparation. The rally stars appeared especially at domestic agricultural shows, but also in other parts of the world.

“At Rally New Zealand, we enjoyed a triple win for Valtra drivers. We flew all our Valtra dealers in Oceania to the South Island and celebrated the victory together,” Tiitinen remembers.

In addition to having the logo on the front of their overalls, Valtra made sure the drivers had another logo on the left collar, as this is the part that can be seen on TV when the drivers are interviewed through the car window after a special stage.

“For the sake of credibility, it was important that all sponsored drivers were farmers. In addition, rallying is more down to earth than, say, formulas. Our collaboration created a feeling among customers, our own network and the rally drivers that together we are a winning team. Rallying together with tractor pulling, which we sponsored at the same time, demonstrated the power of Valtra and that we can win tough races,” says Tiitinen. •

GroundLord

VALTRA T234 ACTIVE USER REPORT

TEXT AND PHOTOS
BY DAVID WILLIAMS

A green Valtra T234 Active tractor is shown in a forest setting, equipped with a log loader attachment. The tractor is positioned on a dirt path, surrounded by tall evergreen trees. The log loader is currently loaded with a large log. The tractor's body is green with black accents, and the Valtra logo is visible on the side. The background shows a dense forest of tall, thin trees under a clear sky.

A Valtra T234 Active has proved ideally suited to the needs of Andover, Hampshire-based GroundLord Ltd. The successful contracting business specialises in large-scale environmental and arboricultural projects for councils and local authorities across the UK.

The Valtra T234 with TwinTrac reverse drive, a Skyview cab, front linkage and PTO, and a fully mounted Kesla timber crane to load the chipper. "I don't think there is anything I would change."

A Hampshire-based contractor specialising in large-scale environmental and arboricultural projects says that the Valtra T234 he bought last year remains ideal for his rapidly growing business.

"Most of our early work was for private landowners," explained GroundLord Managing Director **Josh Pritchard**.

"Demand for our services grew, and within just a few years a separate division was formed to handle larger contracts for councils, local authorities and as part of national infrastructure projects including HS2. We use 360-degree excavators for heavy lifting and tree clearing, but we also needed a versatile tractor to mow and clear rough grass and scrub, and which could power and tow our trailed chipper, as well as move heavy plant, woodchip, and wood products on trailers. The Valtra range looked ideal and the local dealer representative impressed us, so we accepted his recommendation and placed an order."



Company founder and Managing Director Josh Pritchard (left) with fellow Director Will Nelsey and the Valtra T234 Active.

The Valtra T234 Active arrived in March last year, with TwinTrac reverse drive, a Skyview cab, and a front linkage and PTO.

"I don't think there is anything I would change," stressed Josh.

"It's attractive, well finished and comfortable, and the all-around vision is excellent. I love driving it."

The company's growing workload

due to involvement in even more large-scale environmental projects means that an additional tractor will be required.

"Our experience so far means it's very unlikely we would consider any other brand so a second Valtra from our dealer, **Chandlers (Farm Equipment) Ltd**, will almost certainly join our fleet soon," he confirmed. •



Vincent Laatz, Thomas Gottbehöde, Martin Paulsen, Marcel Renke and Malte Schünemann play for Team Valtra in the Farming Simulator League.

TEAM VALTRA DOES WELL IN FARMING SIMULATOR LEAGUE

Farming Simulator is a video game in which players perform various simulated farming tasks. The game has sold more than 25 million copies, as well as 90 million mobile downloads. The team sponsored by Valtra competes at the top of the Farming Simulator League

TEXT TOMMI PITENIUS PHOTOS VALTRA ARCHIVE

The Valtra team for Season 3 of the Farming Simulator League (FSL) was formed by combining two previous top teams. Members of the new Team Valtra include **Thomas Gottbehöde, Vincent Laatz, Malte Schünemann, Martin Paulsen** and **Marcel Renke**.

Altogether, 16 teams are competing in the league, the prize pool for which amounts to hundreds of thousands of euros throughout the season.

“Playing in the Farming Simulator League is not enough to make a living, but it is still more than just a hobby. Many players take extra time off from their main job or studies in order to focus more on playing. In terms of the future, everything depends on how Giants Software develops the game and the league, as well as how much audience interest in the game grows,” says

Marcel Renke.

Many, but by no means all, Farming Simulator players have their roots in the countryside or farming. The same holds true also for the Valtra team.

Calmness is a strength

The strengths of the Valtra FSL team include calmness and determination. These attributes are highlighted especially in offline tournaments that are played in front of a live audience, such as at the Agritechnica trade fair. Teams who are not used to large audiences are more prone to rush or to deviate from their normal strategies, which often results in underperforming.

“The ability to stay calm, be efficient and focus is definitely an advantage for our team. We like to avoid risks. This is usually a good tactic, especially in live



Farming Simulator lets players use authentic looking agricultural machinery, including several Valtra tractor models.

tournaments when you can really feel the pressure from the audience and the presence of the other teams. Unfortunately, all the offline tournaments had to be replaced by online tournaments last season due to Covid,” Renke adds.

The start of the season went well for the Valtra team, and it went into the finals lying in second place. Unfortunately, the finals did not go as well as expected, and the team was eliminated in the preliminary stages.

“It has been a tremendous journey all the same, and every member of Team Valtra is really looking forward to competing again. Valtra has supported us a lot, and we definitely could not have achieved the same level of success without their support,” Renke acknowledges. •

SUMMER ITEMS FROM THE VALTRA COLLECTION!



KIDS' T-SHIRT AND SHORTS V42802013-17

€ **21.80** (€24.80)

Cool combination for sports and recreation. 80 % cotton, 20 % polyester.

Sizes: 92/98, 104/110, 116/122, 128/134, 140/146



HOODIE JACKET V42805511-17

€ **71.40** (€81.35)

Stretchy, sporty hoodie jacket. Side and breast pockets with zippers. Reflective 3D print on sleeve.

Sizes: XS-XXXL



SUNGLASSES V42802160

€ **45.30** (€52.00)

Stylish sunglasses with mirror lenses with UVA, UVB and UVC shield.

Manufactured by Uvex.



CAP V42801510

€ **21.80** (€24.80)

Modern, seamless, smooth cap with rubber print on front.

T-SHIRT V42804912-17

€ **25.20** (€28.80)

Valtra logo on front, large print on back. 50 % cotton, 50 % polyester. Sizes: S-XXXL

TOWEL V42803200

€ **25.20** (€28.80)

Jacquard weave towel with tractor pattern. 100 % cotton.



These and other great products are available from **your local Valtra dealer**. Selection at dealers may vary according to availability. All prices are recommended retail prices including taxes. Price changes possible in different markets – all rights reserved.

See us online: valtra.co.uk

Valtra Models



F Series

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



A Series

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



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.



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.



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
S274	270	300
S294	295	325
S324	320	350
S354	350	380
S374	370	400
S394	400	405

*ISO 14396