

## A Message From the CEO

Dear Farmers & ArmaTrac Users,

Once again, we have reached to the end of another year and we are proud to announce that ArmaTrac continued to its expansion steadily. We are achieving this because of our faith and dedication to our brand as a team. Now, we have dealers in 24 countries including Far East Asia to Americas. Just like we promised to ourselves at the beginning of this journey, we will not stop until ArmaTrac will be recognized as one of the leading brands in the sector. I would like to thank to everybody who have contributed and helped us expand our brand for 2016.

As you all know to become a brand is a very long journey. To achieve this goal, companies use many different strategies and work on finding different methods. We are always proud to announce that ArmaTrac is an environmentalist company. Unfortunately, it is true that we lose thousands of hectares of arable land each year. It will be too late and irrevocable unless we do something as governments, companies and most importantly, as individuals.

The last decade can be considered as a phase of "realization" for every country in terms of ecology. Within the great efforts of the United Nations, now, almost every world leader and government are warning companies to act more responsibly and precautions about the issue. In Turkey, more companies started to show sensitivity on the issue. As a domestic goal, Erkunt Tractor Ind. Inc. aims to be a role-model with its approach to the problem. During the field demonstrations we organize in Turkey, our team continuously inform the farmers about the issue and remind them that even the slightest effort which we show will be rewarded by the mother earth. I am kindly asking for you all to do the same and inform farmers about this critical issue.

Agricultural mechanization rapidly spreads in the whole world including Turkey. This is one of the other things that our team tell to farmers and explain the benefits of it. The progression in Turkey is clearly encouraging by simply comparing the numbers of the last decade. It makes me happy to see that Turkish farmers are getting more conscious about the issue. As a company, we feel that it is our responsibility to inform farmers both in Turkey and in abroad. So, I am kindly asking you all to do the same to the farmers which we can not reach. It is essential for us to take actions before it gets too late.

Sincerely,

Zeynep ERKUNT ARMAĞAN  
CEO

## WHAT A YEAR - 2016!



ArmaTrac is proud to announce that 2016 was clearly a year which was full of success. Bayram Tarik Özeler, the export sales manager of the company, stated that "I am proud and excited to see that our brand spreads to the world so rapidly. We have worked so hard to achieve our goals this year. However, I am more excited about the upcoming 2017. I am hoping that we will make ArmaTrac even more visible so that we can reach more farmers".

For 2017, ArmaTrac will continue to work on increasing its brand recognition. To accomplish that, we will be attending to exhibitions all around the world and organizing field demonstrations through the entire year.

## NEW SHOWROOM IN ALGERIA



After the end of the import prohibition period, ArmaTrac made a great come back in Algeria. SARL FRABIC IMPORT EXPORT, ArmaTrac's Algerian dealer, just made a great launch to a brand new showroom. Bayram Tarik Özeler, ArmaTrac export sales manager states that, "This new showroom will clearly bring heat to the market. It is true that Algerian farmers already have a strong bond with ArmaTrac. Considering the launch of this great showroom, many more will want to come and check our tractors". Within the extensive service area it provides, ArmaTrac's new showroom will definitely be centre of attention for a long time in Algeria.



## NEW YEAR COMES WITH A NEW MODEL

It is true that ArmaTrac simply doesn't know how to stop. The company's research and development team constantly work to manufacture the product that farmers need.

The greatest example to that would be the brand new 804 Lux CRD model which was launched at the EIMA International and Gardening Machinery Exhibition in Bologna, ITALY. ►



This new model is equipped with 80 HP 3B Perkins engine with the Common Rail Diesel technology. It is simply great both for farms as well as the ranches. With the 804 Lux CRD, the model range of ArmaTrac is extended and according to the reviews from the EIMA Exhibition, farmers bonded with 804 Lux instantly. If you haven't find the chance to check this new model, ArmaTrac invites you to the LAMMA Show 2017 in the United Kingdom.

## UPCOMING DESTINATIONS

**SUDAN**  
**23-25 January 2017**  
AGROFAIR

**UNITED KINGDOM**  
**18-19 January 2017**  
LAMMA SHOW

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## ARMATRAC WILL BE AT LAMMA SHOW

The ArmaTrac team will be attending the LAMMA Show 2017 during 18 -19 January 2017 at the East of England Showground, Peterborough, United Kingdom. Just like the previous year, ArmaTrac will be one of the sponsors of this great show. This year's show is special since the brand announced that they will be launching their brand new model ArmaTrac 804 Lux CRD. The new model offers fuel efficiency as well as great power and much more. If you are planning to attend to the show, visit the ArmaTrac stand to witness the great launch and check this new model by yourself.



## MIDLANDS MACHINERY SHOW WAS EXCELLENT FOR ARMATRAC!

The ArmaTrac team attended the Midlands Machinery Show 2016 in Nottinghamshire, United Kingdom. The great show was visited by 23.000 people and as always ArmaTrac stand was filled with curious attendees. This year ArmaTrac had a 1.500 sq. meters testing area which gave them the opportunity to show what the tractors are capable of. "Visitors were happy to test our tractors and it was a great chance for us to demonstrate how powerful our tractors are" said Ömer Durmaz, ArmaTrac Western European territory manager. Getting so many positive feedback from the people who have tested the tractors, motivate and remind the ArmaTrac team that they are on the right track.

## RISE OF ARMATRAC ON SOCIAL MEDIA

Today almost every company have their own social media accounts. This is actually a great way to communicate, learn and get feedback from the customers. Within the right usage of the social media, companies can increase their brand awareness and even their sales by launching well thought campaigns. ArmaTrac is a company which follows the current trends and takes actions accordingly. The brand currently has 85.000 followers on Facebook, a serious number for a tractor company, and continues to work on it. Of course having many followers is excellent, but it is also very important to make those followers get in touch with you. This way, companies can learn what their customers actually need, and hear their voices. Regarding the interactions which the ArmaTrac page gets from Facebook, the company manages a good job on social media.

