

A Message From the CEO

Dear Friends,

The past two months were very busy for all of us. Now, we have reached the midyear and still going with full speed to reach our expectations. April and May were full with a tight exhibition schedule which took place in many different countries. As a result of this tight schedule, we are noticing that ArmaTrac's brand recognition keeps on increasing significantly. Every day, people from all around the world discover and appreciate ArmaTrac.

As you all know ArmaTrac is based on the foundation of constant progression. We try to attend almost every major event happening around the world. This is one of the most efficient ways to increase our brand awareness. April and May were full with exhibitions for ArmaTrac. Starting from Serbia, the ArmaTrac team visited five different countries and attended many other major shows. It makes us proud to announce that all events were great success. Seeing more people getting the chance to see and test our tractors motivate us more than anything. Although exhibitions are excellent opportunities to meet with farmers or potential customers, the effect of media can't be ignored. When taking into consideration the rapid growth and transformation of conventional media to digital platforms, it is obvious to see that our social media accounts are as important as the roadshows and the exhibitions.

The world as we know is changing in every aspect of life including communication and business. Looking at the present situation, almost every company uses social media accounts as a tool of marketing, branding or simply just to create awareness. ArmaTrac is an innovative brand. Thus, it is one of our priorities to use social media very efficiently. As a consequence of these efforts, we are glad to announce that our accounts are growing decisively. We wish you all prosperous days in this summer.

Sincerely,

Zeynep Erkunt ARMAĞAN
CEO

CONTINENTAL EUROPE ArmaTrac Wind in Serbia

The ArmaTrac team attended to the Novi Sad International Agricultural Fair in Serbia, which took place between 14-20 May. Our stands were filled with attendees until the very last day of the event.



In the Agro Poligon test-drive area, visitors got the chance to test the tractors. We are proud to say that ArmaTrac was the only tractor brand that offered test drives throughout the whole exhibition. It was exciting for us to see how much visitors liked and appreciated our tractors.

Unstoppable in Romania

The colorful show, AgriPlanta-RomAgroTec Expo, which took place in Fundulea, Romania between 19-22 May was a great success for ArmaTrac. From the first day to the last, our Romanian farmers were impressed with what our tractors were capable of. Thanks to their great efforts, our genial team kept the attention on our stands all the time. The harmony of power and practicality that ArmaTrac offers seems to be the thing that many farmers have been looking for.



Non-Stop Field Demonstrations

Throughout the year, the ArmaTrac team organizes field demonstrations all around the world. Our latest stop was Cyprus and the event took place between 23-26 June. Although it was burning hot, our ambitious team managed to organize series of successful shows. During these shows, our farmers were informed about our tractors. Just like any other place we go, importance and necessity of the periodic maintenances were reminded for once again. Don't forget to follow us to learn where ArmaTrac's next field demonstration will be at.



UNITED KINGDOM Great Success at the Cereals Event



The long-awaited Cereals Event finally took place at Cambridgeshire. We are honored to be one of the sponsors of this big event. Through the show, our tractors were one of the prime attractions. Visitors who got the chance to test our tractors on the test drive area were impressed with ArmaTrac's practicality and high quality. Ever since from the grand opening of the UK head office, our distributor and their team showed tremendous effort to introduce ArmaTrac to the whole island. ►

After the great feedback that we got during the Cereals Event, it is clear that their efforts are remunerating. Thanks to the hard work of our UK distributor, the brand awareness of ArmaTrac in the United Kingdom has been significantly increased.

Scottish Farmers Bonded with ArmaTrac



Right after the end of the Cereals Event, our team moved to Scotland to attend the famous Royal Highland Show. Visitors who visited our stands were impressed.

Farmers who heard ArmaTrac for the first time, asked detailed questions to learn more. After long hours of observations and analyzes, every visitor merged on the belief that ArmaTrac has done a fantastic job by creating such a powerful and practical tractor. It makes us happy to see when people appreciate and bond with our tractors.

AFRICA

ArmaTrac Embraced with the South African Farmers

Grain SA's Nampo Harvest Day, which is known to be one the most anticipated agricultural events in Africa was held between 17-20 May.



The event was celebrating its 50th anniversary this year and it was also ArmaTrac's first appearance in this prestigious event. The colorful event was full of visitors from start to finish. Although it was our first appearance in the show, curious attendees spent great amount of time at our stands. African farmers noticed and appreciated every single detail that we have put into our tractors. We would like to thank everyone for their kind hospitality and warm welcome. We wish to see you all as soon as possible!

Don't Skip Your Periodical Maintenance

We are in the high season and we would like to remind you the importance of the periodical maintenances once again. They are essential to avoid any probable breakdowns and failures on your tractor. Please make sure that you don't skip any of your periodical check-ups. To find your local authorized technical service, please visit our website or contact your local dealer.



Traction Magazine Reviewed Our Tractors



ArmaTrac is honored to have been tested and reviewed by Traction Magazine in Germany. The review was published on the April issue of the magazine and a video will be posted on their YouTube channel soon.

Devon County Show



ArmaTrac was one of the prime attractions at the Devon County Show last week! The festive event was teeming with activity thanks to its many attractions. We would like to thank our UK distributor, our SW dealer Machine Serve, the organizers, and all the fantastic attendees.

Sky is the Limit



Our official Facebook page keeps on reaching new limits every day. It has not been more than 2 months since we celebrated 60.000 followers and yet another 5.000 came out of nowhere! Now, our official page has 65.000 dedicated followers and we would like to thank everyone who made this possible. Keep liking and keep sharing, we only just began.

UPCOMING DESTINATIONS

July 6-7

Dairy Event and Livestock Show -UK

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