

A Message From the CEO

Dear Friends,

We have all made a solid start to this year, and the high season is ahead of us with plenty of new opportunities. With a great deal of exhibitions and field demonstrations already done and dusted, we have many more to look forward to in the upcoming months.

In the short space of only a few months since the Lammas Show, our UK & Ireland distributor has won incredible recognition, especially thanks to their head office grand opening event in early March. We continue to welcome farmers and dealers from all around the world, and the most recent member of the global ArmaTrac family is our new dealer in Mauritania.

2016 is a big year of new achievements for us all. If you want to stay up to date with all things ArmaTrac around the world – be it events, product updates, company updates, and everything in between – follow our social media accounts on Facebook and LinkedIn. We also want you to use these platforms as a tool to reach us, let your voice be heard, talk about our products with fellow farmers, let us know what you like and what can be improved. ArmaTrac is always on the field with the farmer, but we are also only a click away if you ever need us.

I would like to once again emphasise the importance of periodic maintenance, especially given that your tractors will be put to the test during the high season. You can ensure that your tractor is ready to face the toughest conditions every day by completing your daily controls before starting the engine, and by taking your tractor for much-needed periodic maintenance by ArmaTrac-certified technicians. Ask your dealer and your official technician about how and when to carry out maintenance – they will always be happy to help.

We wish all our farmers a prosperous high season.

Sincerely,

Zeynep ERKUNT ARMAĞAN
CEO

UNITED KINGDOM & IRELAND ArmaTrac Steals the Show at LAMMA 2016



The long-awaited ArmaTrac launch in the UK stole the limelight at the Lammas Show this year. The two new models in the spotlight, the Lux 1104 and the 504e, generated a very positive response overall. Our UK distributor is already welcoming two new dealers into its growing network – one covering Scotland, the other, both Northern Ireland and the Republic of Ireland. Perhaps most notably, the team reported a sale within the first six hours of the launch. We would like to thank everyone who took part in the event and made it a resounding success.

Grand Opening of UK Head Office a Resounding Success

On March 3rd our UK head office had an unforgettable grand opening event in Biddulph, Stoke-on-Trent. The official ceremony – officiated by the Staffordshire Moorlands Mayor David Shaw and the Lord Mayoress of Stoke City Council, Ms. Jean Bowers – was followed by professional dancers, a hog roast lunch, and the opportunity for guests to test drive the tractors and see their performance for themselves. We would like to thank our hardworking distributor in the UK, and everyone who attended this memorable occasion.



CONTINENTAL EUROPE



March was a busy month for European exhibitions and field demonstrations: starting with the Moldagrotech Spring Exhibition in Moldova, and followed by the Bata Agro Spring Exhibition in Bulgaria, we have been able to closely connect with our European farmers and hear what they have to say. We were in Romania towards the end of March as part of a field demonstration organised by our dealer, and we had the chance to show Romanian farmers what ArmaTrac tractors are capable of. Finally, we attended the Ką pasesi Exhibition in Lithuania at the end of the month.



We would like to thank our European dealers for all their hard work and support. And to all our European farmers: Thank you for attending; we look forward to seeing you at the next one.



ArmaTrac Going Strong in Latvia

In this specialized Eastern European market, where several established global brands compete within tough EU regulations and 590 tractors are sold in total, ArmaTrac was 6th in its own bracket of tractors in 2015, and achieved 5% market share. We would like to thank our dedicated dealer for all their hard work.



THE GLOBAL ARMATRAC FAMILY

New Dealer: EMOS Ltd. – Mauritania

We would like to extend a warm welcome to the newest member of the global ArmaTrac family.

Managing Director: Moulaye Elhacen Saleck

Q&A with Our New Dealer

1. What made you decide to become an ArmaTrac dealer?

We decided to become an ArmaTrac dealer because we believe in the team and the product. We think Mauritanian farmers need a new brand to expand their trade, and ArmaTrac is the most trustworthy choice for our market.

2. Why do you think Mauritanian farmers will like this brand?

We believe our farmers will like this brand for both its quality and its simplicity. ArmaTrac tractors are very durable and easy-to-use. They do not have complicated electronic parts, and have low maintenance costs to boot.

3. What would you suggest to farmers that are interested in buying a new tractor?

They should first consider whether spare parts will be readily available. After sales service is another very important factor. If spare parts are difficult to find, or if the brand doesn't have a strong after sales policy, this will cost farmers time on the field, and therefore money in the long run.



AFRICA

ArmaTrac's Tour in Ethiopia

ArmaTrac's road show between the 25th of February and the 2nd of March made its mark in Ethiopia. The field demonstrations were extremely well-received, and Ethiopian farmers got the chance to see how heavy-duty the tractors are. Our Ethiopian dealer also attended to the Chamber of International Trade Fair at Addis Ababa Exhibition Centre, which resulted in another great success. Many thanks to everyone who attended.



International Fair of Khartoum 2016

The International Fair of Khartoum – one of the Sudan's most important trade events – took place between the 25th of February and the 1st of March this year, and ArmaTrac was one of its main attractions. We are grateful for the dedicated endeavors of our Sudan dealer, and above all, for our enthusiastic Sudanese farmers.



UPCOMING DESTINATIONS

Field Demonstrations

April 20th & 21st

Farmers Weekly Farm Handling Experience
Stoneleigh Park, Warwickshire, UK

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