



# ArmaTrac®

## e-connect

Quarter 3 • 2013



## ArmaTrac to make its' debut in Latvia

We are happy to unveil a new partnership that is to distribute our tractor to the service of Latvian farmers. Headquartered outside Riga and been one of the top agriculture machinery seller, HM Agro joined our network of distributors operating in 26 countries, following a survey focused particularly on after-sales services. Thus, HM Argo will not only distribute ArmaTrac throughout Latvia but will also provide after-sales services. We expect ArmaTrac to be a hot favourite of Latvian farmers as it offers a rock-solid partner for all-terrain farmers. HM Argo stated that ArmaTrac is likely to hit the Latvian market with its' popular range of high horsepower. In a brief statement issued by Armatrac, the Turkish manufacturer has unveiled a partnership with HM Argo, headquartered outside Riga, to distribute ArmaTrac tractors in Latvia.

The deal has become a reality after Turkish staff completed a long survey on the newest distributor of their network. The network now operates in 26 countries including the UK, which is known to many as the homeland of tractors. ArmaTrac's corporate parent Erkunt Tractor Industry Inc. is known for its superior after-sales service in Turkey, and holds the title of being the first and only tractor brand awarded for both variety and quality in its after-sales service. The brand's General Manager, Zeynep

Erkunt-Armagan, who is the pioneer for women CEOs in the tractor manufacturing business, stated: "The survey had many angles, primarily in terms of after-sales services rather than merely distributing", and underlined the significance of harmonious partnerships to reflect the company's values overseas. ArmaTrac was born in 2007 as the export brand of Erkunt Traktor, which was founded only 4 years earlier in 2003. The tractor brand was a product of a decision by Erkunt Casting Inc., to come up with a product for the end-user.

The casting company was originally founded in 1953; thus the Erkunt name is known internationally for being a strategic manufacturer of engine blocks and transmissions for the world's renowned automotive brands, including MAN, Caterpillar, Deutz, Perkins and ZF. After 50 years of experience in manufacturing automotive parts for giants, the company unveiled its own tractor brand, Erkunt Traktor, in 2003, to become the first tractor designed by Turkish engineers. Erkunt Traktor soon became a success story as the brand climbed up to third place in the Turkish tractor market, which encompasses some 35 brands, of which certain names predate Erkunt by decades.

Since 2007, ArmaTrac has extended its excellent reputation to 26 countries – attracting buyers' attention especially for its high performance values combined with its low fuel-consumption. ArmaTrac is likely to become the preference of Latvian farmers soon enough, as it offers a rock-solid partner for farmers in all terrain types.

## France Hopes for ArmaTrac

ArmaTrac receives way many positive feedbacks on quality and its' components as it shows up in France for the second time this year. "We have felt some enormous interest shown on us" said Tolga Saylan, General Manager Assistant at ArmaTrac's parent company Erkunt Traktor.

### Paving the way for French connection

ArmaTrac's participation in two agriculture fairs in France in 2013 was caught in the eye of French farmers as they have stated that they are happy to meet again in Toulouse after ArmaTrac's first French touche at SIMA earlier this year.

"We have received a highly satisfying number of distributor inquiries" said Mr.Saylan, as he stated that after sales services is a flagged priority for them and they are looking into the possibilities of maintaining quality in all areas thus their decision on a new distributor will be accordingly. He also indicated that the French standards will be very helpful in order to achieve the goal of quality both in sales and after sales services as most of the business operations are determined within the frames of laws. "We are happy to see that our policies match" he added.



### 3A switches to 3B

ArmaTracs with 3A engines are currently available to French farmers. ArmaTrac will be one of the pioneers of 3B engine technology as it reveals plans of a switch which will take ArmaTrac among the game-changers.

## ArmaTrac Serious for UK & Ireland

ArmaTrac will show up at Irish Ploughing Championship this year as it shows how serious plans it develops for the UK & Ireland markets. The event will take place in Kildare between the 24th and 26th of September and with also the help of its' appearances at Britain's most notable agriculture events this year, ArmaTrac is likely to celebrate a growing fame in a time less than predicted. ArmaTrac has highly intrigued British press and agriculture world since its' debut at LAMMA in January. Several distributor inquiries have dominated the air during what-turned-out-to-be a tour of UK for ArmaTrac as it has showed up at the UK's other notable agriculture events like Cereals, Royal Highland and Livestock in the first half of the year.



### UK-Tour Witness Record Sale

Robert Clarkson of Eastfield Agricultural Services in Lanarkshire has been the newest distributor member of growing ArmaTrac family that has spread upto 26 countries so far. "We looked at a few options and when I first saw ArmaTrac, at Agritechnica in Germany, I was very impressed" said Robert Clarkson, and he nailed a record by making his first sale only a couple of hours later than he was authorised.

**Greener 3B is  
No Further  
Fields**

A long-lasting project came to an end as 3B engines, that our design and purchase teams has worked on for a switch, are finally ready to make fields greener. 3A-powered ArmaTracs will still be available for preference before 3B becomes a standard as it is currently a new technology even for Europe. Next-generation ArmaTracs will be powered by 3B and with careful plans and strong determination, it is likely to appeal to a greater number of professionals in Europe.