

TAFE to launch high performance 'SMART' Massey Ferguson tractor series for 2016

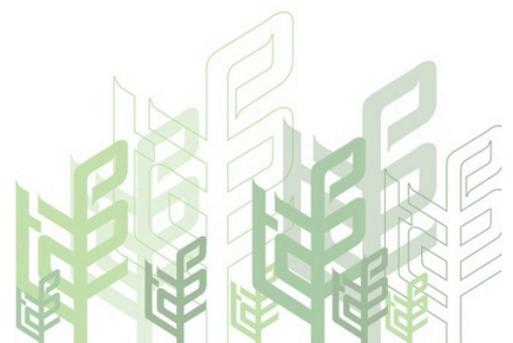
- Transmission options - 12 or 16 speed with shuttle options that augment versatility, productivity and comfort
- **eSMART HYDRAULICS** for precision farming, productivity and economy
- iLEAD™ technology – the new SMART key with electronic - Lead, Locate and Locking technology
- SMART style and ergonomics with full front opening, ergonomic controls and contoured knobs

Chennai, 11th April 2016: World's third largest tractor manufacturer, TAFE - Tractors and Farm Equipment Limited, will unveil its all-new Massey Ferguson (MF) '**SMART**' series of tractors. Adapting to the evolving needs of its discerning customers this range of versatile and highly productive tractors in the 30-60 hp segment uses superior and futuristic technology and features international styling and ergonomics, that is truly world class.

TAFE's new MF '**SMART**' series engineered with inputs from farmers, comes with a new range of transmission options that promises adaptability to any application or usage ensuring increased productivity with operator comfort. Some of the highlights of this range include TAFE's signature transmissions, 12 speed Rototrac™, 16 speed SuperShuttle™ and 16 speed Comfimesh™. These tractors come equipped with a superior HAV™ Dual clutch, suitable for extensive heavy duty applications like loader, dozer and for haulage and harvesting. The new FST engines with the matching transmissions, carry forward the Massey Ferguson legacy of high performance with super economy.

The Massey Ferguson brand is recognized globally for its hydraulics, and the SMART series is further upgraded to offer unmatched hydraulic capacity through its unique COMBI-BOOST system, for quick lifting of heavy load.

The eSMART HYDRAULICS™, uses precision electro-hydraulics to deliver better yield, productivity and operating cost.



The DTRB PTO boosts farm power and makes it suitable for Powervator and all PTO applications. The flex-links ensure SMART hitching and unhitching of equipment, adding to the overall ease of use and delightful experience of operating the tractor. Customized hitch rails and oil-pipe kits for tipping trolleys as factory-fits make this an ideal tractor for haulage applications.

The MDSS™ brakes with Fricpad™ offers SMART braking enhancing fuel economy and brake-life.

The iLEAD™ advanced technology enabled SMART key electronically Leads, Locates and Locks the tractor – all at the finger tip of the operator, remotely.

The new operator station offers SMART international styling and unmatched operator ergonomics.

The new SMART range is equipped with both, 2 Wheel Drive (2WD) and 4 Wheel Drive (4WD) variants across the range with G4–4WD and T5–2WD, axle options. The range also includes tractors with a choice of manual and power steering with the Tonner axle that offers a larger wheel base for increased traction and stability.

About TAFE:

The world's third largest tractor manufacturer and second largest in India by volumes with an annual sale of over 150,000 tractors; TAFE is one of the leading exporters of tractors from India with a turnover in excess of INR 93 billion. TAFE manufactures a range of tractors in the sub 100 HP segment in both the air-cooled and water-cooled platforms and markets them under its three iconic brands - Massey Ferguson, TAFE and Eicher. Its over 1000 strong distribution network covers the entire length and breadth of India. Apart from India, its products have found excellent acceptance in over 85 countries across the world, including developed countries in Europe and the Americas.

Apart from tractors and farm machinery, TAFE manufactures diesel engines, batteries, hydraulic pumps and cylinders, gears and transmission components, besides business interest in vehicle franchises and plantations. TAFE is committed to the total quality movement and three of its tractor plants are certified under ISO 9001 and ISO 14001.



TAFE was named the Best Employer in India 2013 by Aon Hewitt. It has also been presented, the TPM Excellence Award from the Japan Institute of Plant Management several times, the Frost & Sullivan - IMEA Award for significant progress towards reliable processes, the Regional Contributor Award for quality supplies from Toyota Motor Company, Japan, the Manufacturing Supply Chain Operational Excellence - Automobile Award at the second Asia Manufacturing Supply Chain Summit, the Agriculture Leadership Award by Agriculture Today magazine, the Corporate Citizen of the Year Award by Public Relations Council of India, and also are received Commendation for Significant Achievement on the journey towards Business Excellence by the CII-EXIM Bank - Business Excellence Award jury, etc. to name a few.

Media Contact:

Sunitha Subramaniyan

Senior Deputy General Manager - Corporate Communications
Tractors and Farm Equipment Limited | Email: sunitha@tafe.com

Christopher Charles

Concept PR
Phone: +91 984 247 5706 | Email: charles@conceptpr.com

