

McCormick TODAY

Quality, Performance, Reliability



Not for "Recreational" Use!

McCormick

A history to be proud of

Cyrus Hall McCormick, pioneer of agricultural mechanisation, was born in Virginia, USA in 1809. Having received numerous awards, McCormick was not just an inventor, he was a forerunner in many fields such as engineering, management and finance.

He invested heavily in manufacturing plants and introduced new business practices such as warranty certificates that were issued with every McCormick machine, commercial training, the use of advertising and an "on-farm" sales force. But perhaps Cyrus is more famously remembered for his invention of the first successful reaper in 1831.

In 1902, McCormick Co. became one of the main players in the creation of the International Harvester Company (together with Deering, Plano and Milwaukee Harvesting). By now, McCormick had become a recognised name in the farming community, and the brand lived on under the umbrella of the newly formed International Harvester Company. Today, we proudly recall that some of the world's most renowned tractor developments are accredited



to these names - names that brought great agricultural mechanisation to the US.

Expanding into Europe, the International Harvester Company of Great Britain was formed, and a new manufacturing plant was built in Doncaster, England. In 1949, the first tractor rolled off the Doncaster production line, a McCormick Farmall M.

After the acquisition of the International Harvester Company by Tenneco in 1984, a new brand was created - Case IH, and whilst



the McCormick facilities still produced the tractors that bore the new brand name, the McCormick name itself lay dormant for a number of years.

It was in 1999 that Case was purchased by New Holland, a competitor, creating a new company CNH. Oversized in operations, and seen to have unfair market domination in some market sectors, CNH were required to release certain products and assets as a going concern.

The ARGO Group, a company completely dedicated to the agricultural business and owner

of prestigious historical brands such as Landini and Laverda, as well as the fast growing companies Pegoraro and Valpadana, seized the opportunity and a deal was forged.

In 2001 a new force in the farming industry was launched: McCormick Tractors International Limited, bringing together the glorious McCormick brand, with superbly engineered agricultural products from some of the most efficient, quality driven manufacturing facilities in the world.

McCormick - Driven by quality

The McCormick badge is a symbol of quality, innovation, craftsmanship and reliability. What home could be more fitting for the new range of McCormick tractors, than Doncaster, England - the original European home of tractors bearing this prestigious name.

The assembly plant has a long and distinguished heritage of tractor production and has won numerous awards for quality, teamwork, training, health and safety and environmental issues. Today, it is a global centre of excellence dedicated to the design and production of a world-class range of tractors, driven by the needs of farmers.



The facilities on the state-of-the-art site are comprehensive, and in recent years the plant has benefited from a major investment programme that has maximised the efficiency of the assembly process and plant productivity.

Coupled with this is the McCormick transmissions plant in St Dizier, France. Here, links with McCormick can be traced back to the 1950s, when the factory first started assembling tractors carrying the McCormick name. In

recent years however, the plant has focused its impressive resources and skills on transmissions. Today, this modern plant specialises in the development and manufacture of the highly efficient and advanced powershift designs that are at the heart of a McCormick tractor.

But the greatest asset of both sites, remains its flexible, highly skilled and motivated workforce. The people at McCormick take

tremendous pride in their work. And it shows. Attention-to-detail, teamwork, total dedication and a strong desire to be the best at what they do are just some of the qualities for which the workforce has rightly

become renowned. Qualities that are reflected in every machine bearing the McCormick name.





McCORMICK

THE MTX RANGE

6 models, 110 to 195Hp.

The MTX range of professional user tractors from 110Hp to 17Hp is a unique combination of stylish design, ergonomic operator environment, and robust high performance specification.

Designed for high hour users in heavy duty application, the features are incorporated to ensure fatigue free, reliable service and unparalleled performance in the field.

Features like

- High flow closed centre hydraulics
- High torque 6 cylinder Perkins 1000 Series engines
- Rigid cast steel chassis with ISO mount engine dampening
- Up to 8.3 tonnes lift capacity on rear linkage
- Speed Sequencer transmissions

The MTX is not only an awesome technical package but its smart red and silver livery and smooth lines dates the competition by comparison.

THE MC RANGE

4 models, 84, 90, 102 and 115Hp.

If you want a combination of power, speed and agility in a tractor, the MC has got it all.

Proven, powerful turbocharged diesel engines rated at 2200rpm, supremely slick four speed powershift transmission and wet clutch power shuttle and an almost impossibly tight turning circle, make the MC a delight to work with in all operations.

The multi-speed PTO is highly efficient and smooth to operate. Powerful electronic three-point linkage delivers the necessary energy whether loading or ploughing. Luxury cabs with superb visibility and operator ergonomics enhance safety and comfort, making operating a tractor from this range a pleasure.

THE CX RANGE

3 ROPs models, 4 Cabin models, 73, 84, 90, 102Hp.

If there's one word that sums up the CX tractor, it has to be 'versatility'. Whatever the task, the CX has got what it takes to handle the job.

A small turning circle allows you to work in the tightest of spaces. A rugged four-wheel drive system, lean burn, high torque 3 and 4 cylinder diesel engines, synchromesh shuttle transmissions and creep speeds, all combine to maximise productivity on virtually any terrain.

LARGE SQUARE BALERS

Following extensive trials throughout New Zealand McCormick's range of large square balers were introduced to cater primarily for contractors who require a reliable high output machine.

Featuring rugged construction for unsurpassed output.

Two bale sizes 80x70 or 120x70.

Three models with options of chopper or tandem axles.



McCormick & Power Farming

Supporting you all the way



Since adopting McCormick as its flagship tractor brand in 2001, Power Farming (Wholesale) has made a substantial investment in ensuring McCormick tractors have a support network unrivalled in the market place.

Power Farming holds over \$15,000,000 parts at its Morrinsville premises and is able to deliver back up parts to dealers inventories anywhere in New Zealand within 24 hours, 7 days a week.

McCormick dealers are assisted by having North and South Island based product managers and specialist factory trained technicians to assist dealers with service issues.

All McCormick dealers staff have attended factory run training and have qualified competent in the service or repair of McCormick models.

The company has a full range of specialist repair tools and diagnostic equipment available to its dealerships.

The current McCormick model lines have a proud heritage and have earned an enviable reputation for reliability and performance. New developments arriving late 2002 and early 2003 will ensure these models will continue

to lead the market in the future.

Power Farming Wholesale Ltd will spare no expense or resource to



ensure it's dealers can offer McCormick tractors to their customers with complete faith in the future of the brand and long term commitment to supporting the tractor models they buy.



McCormick National Dealer Network



Mark Daniel
McCormick National Manager
Phone 07- 902 2274
Mob. 021-906 723



Robert Reith
South Is. Sales Support
Phone 3-349 5909
Mob. 021-323 512

NORTH ISLAND

Capital Tractors & Machinery Ltd
Barkes Corner
TAURANGA
Tel 07 543 0021

Maber Motors Ltd
86 Thames Street
MORRINSVILLE
Tel 07 889 5059

Maber Tractors Ltd
Benson Road
TE AWAMUTU
Tel 07 870 2411

Manawatu Tractors Ltd
631-635 Tremaine Avenue
PALMERSTON NORTH
Tel 06 353 3805

Northland Machinery
104 Jervois Road
DARGAVILLE
Tel 09 439 6099

Power Trac Hawke's Bay Ltd
1012 Omaha Road
Stortford Lodge
HASTINGS
Tel 06 879 9998

Power Trac
177 Awapuni Road
GISBORNE
Tel 06 868 8908

Premier Farm Centres Ltd
63 Glover Road
HAWERA
Tel 06 278 9191

Premier Farm Centres Ltd
Dean Place
NEW PLYMOUTH
Tel 06 759 8360

Steve Christie Motors Limited
31 Fairy Springs Road
ROTORUA
Tel 07 348 1506

The Tractor Centre Ltd
Cnr Heights and Paerata Roads
State Highway 22
PUKEKOHE
Tel 09 238 7179

The Tractor Centre Ltd
247 Lower Port Road
WHANGAREI
Tel 09 438 8025

SOUTH ISLAND
Agsouthland Ltd
7 Railway Esplanade
GORE
Tel 03 208 4681

Agsouthland Ltd
230 Dee Street
INVERCARGILL
Tel 03 214 1480

Brown Wood Motors
6 Sefton Street
TIMARU
Tel 03 684 7179

Canterbury Tractors Ltd
51 Waterloo Road
Hornby
CHRISTCHURCH
Tel 03 349 5975

Motueka Farm Machinery
32 King Edward Street
MOTUEKA
Tel 03 528 9065

Smallbone Bros Ltd
122 Archibald Street
Tinwald
ASHBURTON
Tel 03 307 9268

Taieri Tractors Ltd
Cnr State Highway 1 & Stack St
Airport Turnoff, Allanton, Otago
MOSGIEL
Tel 03 489 3489

Alternatively, for more information phone your local dealer today on

0800 627 222

Mcs Back

McCormick Tractors are distributed by Power Farming (Wholesale) Ltd,
86 Thames St, P.O. Box 6, Morrinsville, New Zealand,

We've covered a lot of ground



ound – and more to come





McCORMICK



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