SAME

The town of Treviglio rises in the centre of the Padana plain in the heart of the Lombard industrial area, between Milan and Bergamo. It is known worldwide as the seat of the unique Italian industrial complex, SAME Tractors Limited, which specialises exclusively in the production of tractors. The industrial complex is among the most modern in Europe and its surface area extends to more than 220,000 sq.m.

How can one explain so much success in so few years?

The answer has no secrets.

The constant dedication and enthusiasm of all SAME personnel to programs which are of benefit to the changing requirements of the farmer.

Quality is the pride of SAME and those who visit its establishments can verify this personally.

These notes are intended for visitors and also for those who are unable to visit our factory at Treviglio. We hope that by this effort to familiarise our customers with our history, they will be able to say with just pride that they are customers of SAME.

«Cavaliere del Lavoro» Ing. Francesco Cassani.
Sculpture by Francesco Messina.

1927
The brothers Giovanni and Francesco Cassani develop and design the first agricultural diesel engined tractor in the world.

1942
In the historic centre of Treviglio rises the SAME factory.
The creative activity of the Cassani brothers continues. SAME develops with official recognitions and patents, proposing innovations and new techniques.

1952
Launching on an industrial scale the 4 wheel drive, original system of front traction. This idea was first conceived in 1928.

1971
After successive positive developments, a new type of hydraulic power-lift, a new line model «Centauro», the new high power SAME tractor is launched.
In the meantime the SAME factory grows larger. New factory complexes, new buildings, new services and the transformation in 1969 from a family character firm into a joint-stock Company sanctioned its passage into an industrial firm.
A new range of tractors is developed in order to meet the requirements of the most exacting farmer.

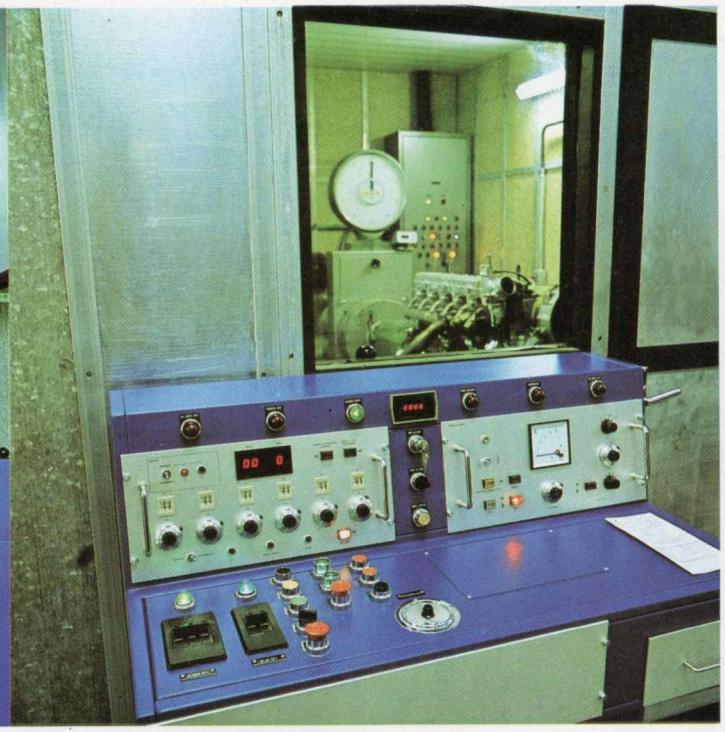
SIME

The total area of the SAME industrial complex in Treviglio of 220,000 sq.m., of which 79,000 sq.m. are covered, is cut in half by the Milan-Brescia highway. On the north side are situated the office management buildings; the designing department and the factory itself. Nearby is the new machining department with the latest SAME designed and produced transfer machines capable of carrying out automatically up to 40 different machining operations in 2½ minutes. (68.025 sq.m.)
On the south side of the road, on an area of 57,000 sq.m., of which 11,000 sq.m. are covered, there are the commercial services, the publicity and development department, the spare parts centre, the training school, the shipping department and the after-sales services.

SAME tiger 100

New factories and buildings enabled the re-organisation of work making the SAME factory one of the most modern and streamlined factories in Europe.
The daily output is presently more than 100 tractors (1 every five minutes), although the capacity is 150 tractors per day (over 30,000 annually).
This is due to the rational distribution of work with approximately 2,000 workers on the factory's payroll and over 10.000 external workers.
An idea of SAME's strength can be gained by its yearly consumption of the following:

— Gas Oil	657	Tonnes
— Fuel Oil	1,707	Tonnes
— Natural Gas	935,076	cu.m.
— Water	220,000	cu.m.
— Electric Energy	5,972,000	Kw.h.



Highly specialised technicians with experience in this sector, devise new solutions for tractors, always attentive to suggestions given by farmers around the world. All components are carefully inspected before assembly.
A modern metallographical laboratory submits the major components to chemical and microscopic tests.
Twenty-one lines of highly specialised machining operations. Five experimental test points.
Machine-tools manufacturing and maintenance department; special machine-tools and fixtures are designed by SAME technicians.
Original SAME pre-assembling lines of major components: the well proven and world renowned Automatic Station Control (S.A.C. - automatic linkage control unit) incorporating the SAME Valvematic, the unequalled original SAME front drive assembly.
Each engine undergoes a strict function test and four hours running-in in the trial room.
Up to date and automated plant for rust-proofing of blanks and castings and for body painting.
Overhead conveyors carry components to the final assembly lines.
In addition to the eleven pre-assembly lines and the three engine assembly lines, there are two final tractor assembly lines totalling over 3,000 metres in length. The latter are among the most modern in this field, being fully automated and equipped with cleaning and painting plants and drying ovens
The tractors are transferred to the Shipping Department only after having satisfied a final exit test carried out with special testing equipment.

Since the beginning SAME has always kept a close watch on its sales organisation both on the domestic and foreign markets. From the initial 33 tractors sold in 1948 the number now reaches over 200,000 tractors in markets worldwide.
In Italy, thanks to the well planned and modern sales outlets totalling 280 franchise dealers and representatives, SAME assures even the most remote customer a satisfactory after-sales service. These agents and dealers are under the supervision of a group of SAME inspectors.
As a result, we see that small dealers grow bigger, and the big dealer get even bigger. The offices and workshops of these dealers offer better services to the modern farmer thanks to their efficiency and spare parts services.
SAME is always represented at major trade fairs exhibiting the most advanced tractor models.

SAME
SAME

SAME
SAME

ager
mezzi d'avanguardia
per l'agricoltura
ager
SAME
SAME
SAME leopard
SAME leopard

The conquest of new world markets is confirmation of the high quality of the SAME tractors.
Foreign distributors total more than 250 and work through a large network of sales and service centres (some of them have more than 200 sale agents), and a great number of them have worked with SAME for over 20 years.
The sales organisation for foreign countries is divided into various areas with each under direct control of an area manager or a foreign company and distributes over 50% of the total SAME production.

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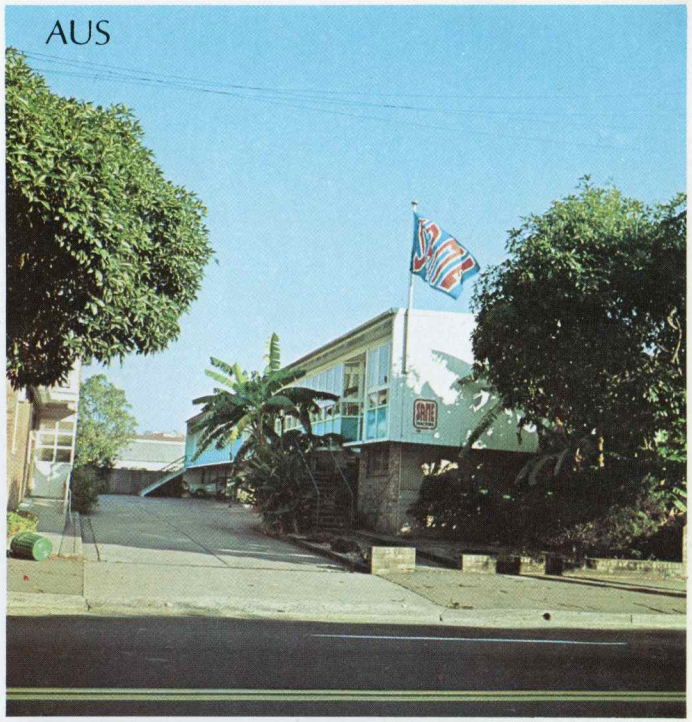

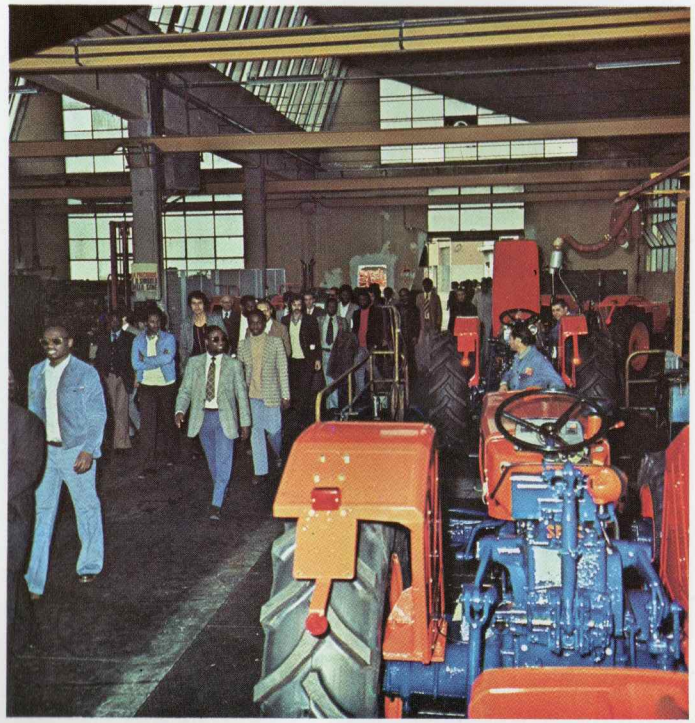

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NEBRASKA TRACTOR TEST

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Mullers INDUSTRIES Pty Ltd
ENGINEERING MANUFACTURING DIVISION
BUILDING GENERAL CONTRACTORS
AUTOMOTIVE TRACTOR SERVICE
Mullers INDUSTRIES Pty Ltd
GOODYEAR
HARVESTING
HAYMAKING

SAME

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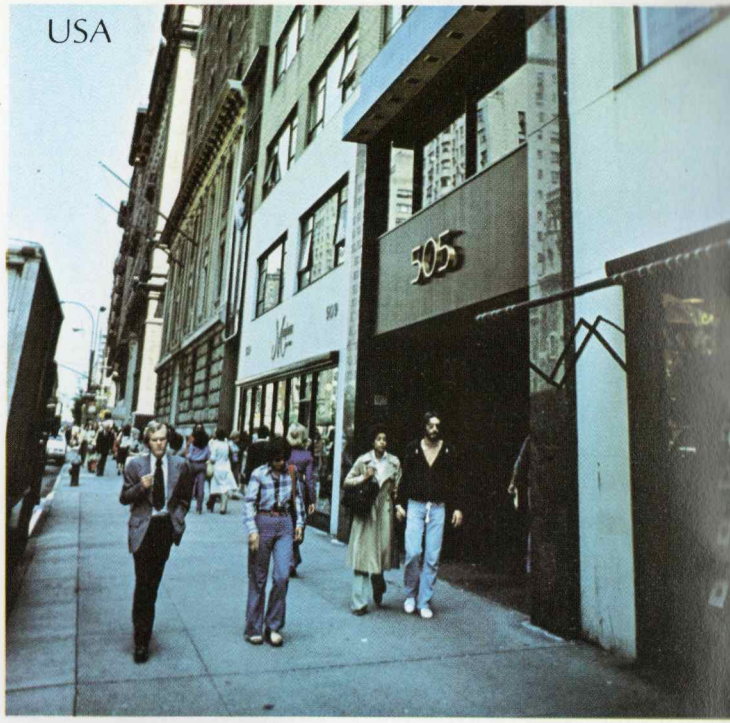
SAME
SO FRA DI
TRACTEURS AGRICOLES
4 ROUES MOTRICES
SO FRA DI
S.A.R.L.
concessionnaire
SAME
tél. 27 35 33 / B.P. 697

YV
SAME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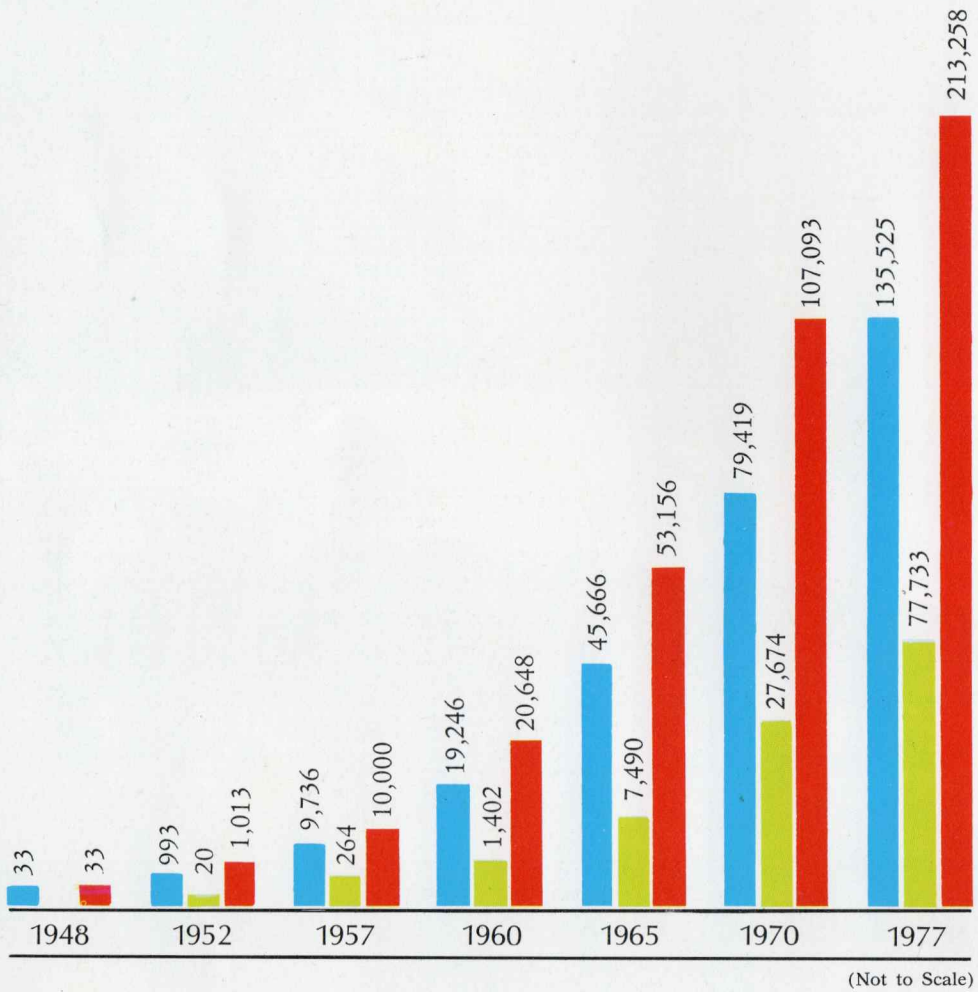
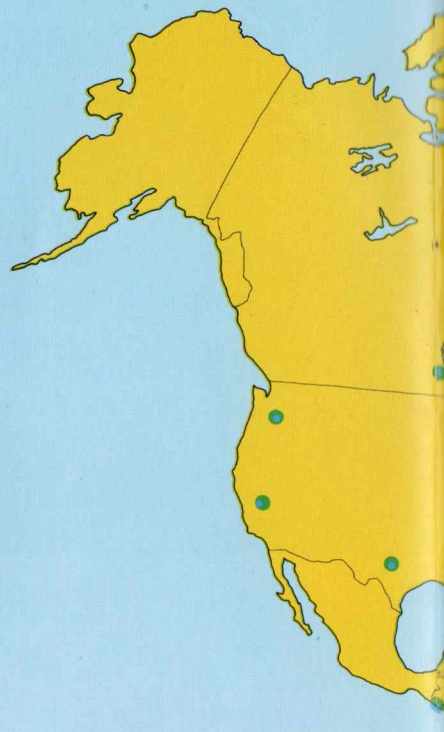
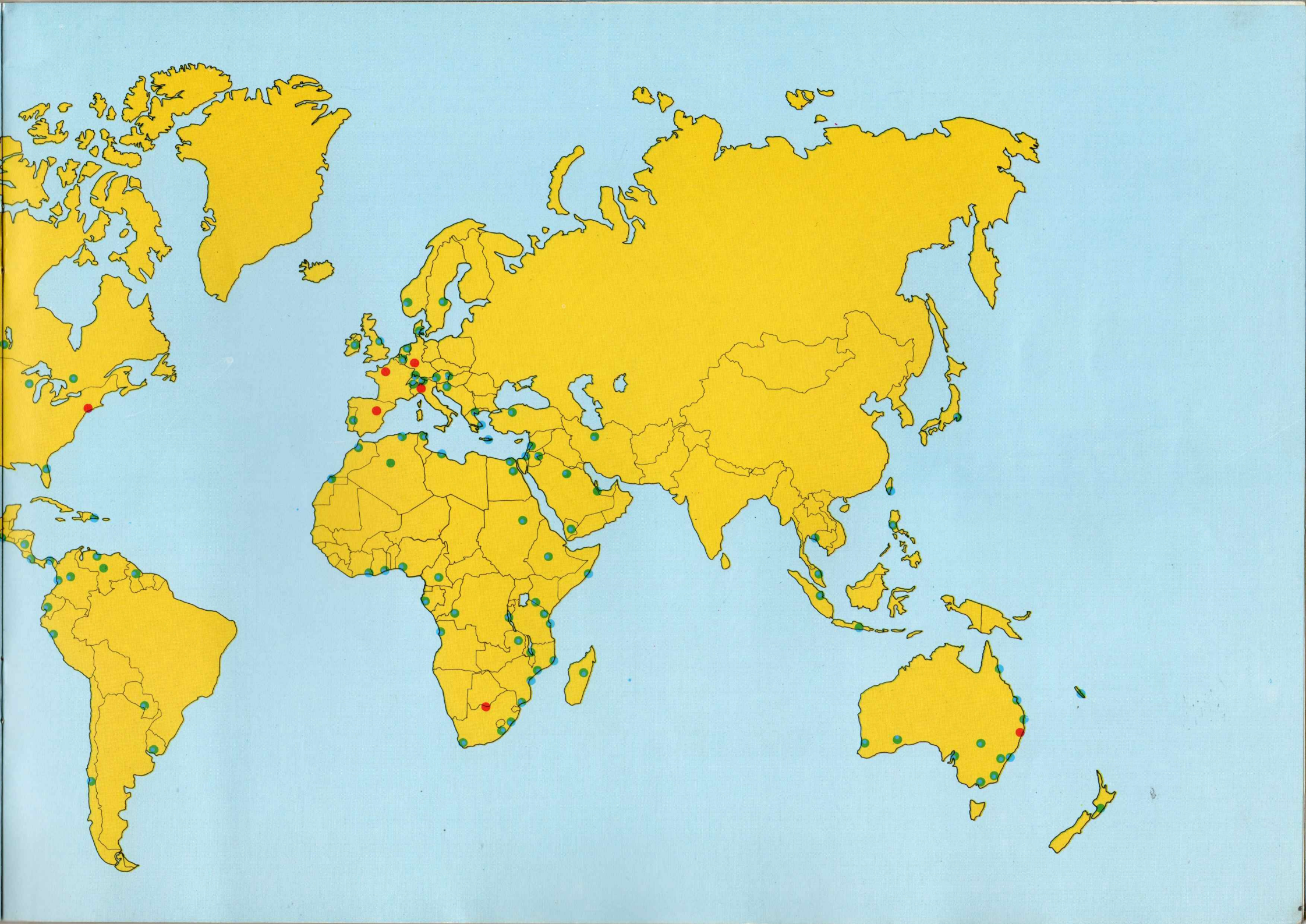
D

SAME
tractors sold during the period
from 1948 to 1977

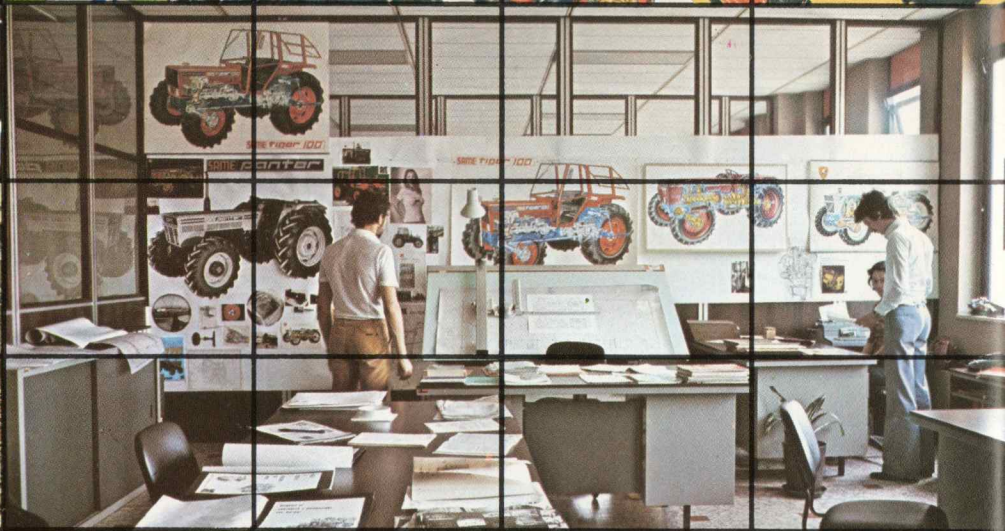




Worldwide SAME
Distribution network



SPARE PARTS
PRICE LIST 1976
falcon
panther
minitauro
buffalo 120
drago
engines tractors accessories


panther

An efficient spare parts centre with over 26,000 components is able to supply parts for tractors which are even over 15 years old.
Thanks to the computer, the situation of availability of spare parts is fully in hand.
Orders for parts are keyed-in to the computer to guarantee precise and rapid distribution.
Several spare parts centres provide the requested parts quickly for Italy and foreign countries.
The after sales service is fully available and at the customer's disposal.
Everything is done in order to make it easy for the operator to service and maintain his own tractor.
The new modern Shipping Department complex is equipped with an internal freight yard, loading platforms and powerful overhead cranes for loading tractors directly onto heavy duty rolling stock.

welfare services

SAME has proved itself not only by its powerful production and sales organisation but by its close employer/employee relationship. Employees are supplied with overalls showing proudly the SAME trademark.
It is SAME's aim to maintain this close co-operation and to this end, modern social services have been established.
Among the most important services are the canteen, training school, auditorium, infirmary, showers and the large parking area.
The G.I.D.I.S. (Group Initiatives Dependents SAME) has been formed which organises various sporting and cultural activities.
The G.L.A.S. (Group Senior Dependents SAME) founded in 1974 has contributed to the enthusiasm and loyalty of the workers.
Upon retirement age, the members remain actively in the social clubs.
For all these activities SAME's «dependants» participate with just pride.

COPPA ADRIANA
TROFEO SAME
14 · 5 · 1978
RITROVO

G.I.DI.S.

SAME

G.L.A.S.

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FEDELTA' AL LAVORO

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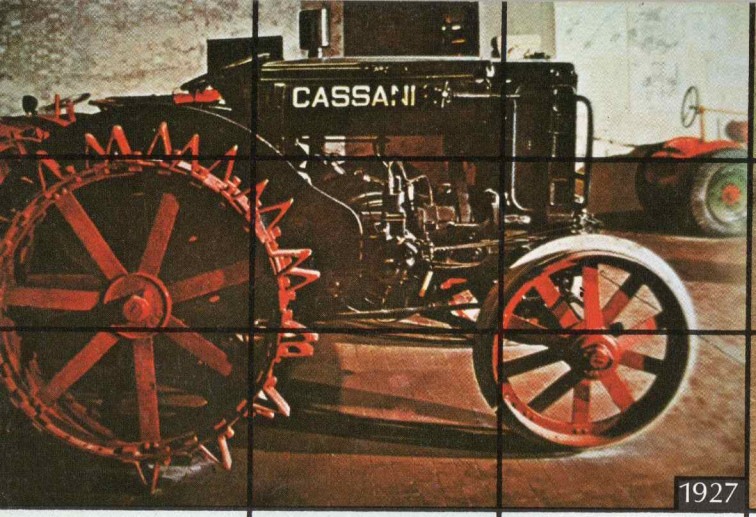
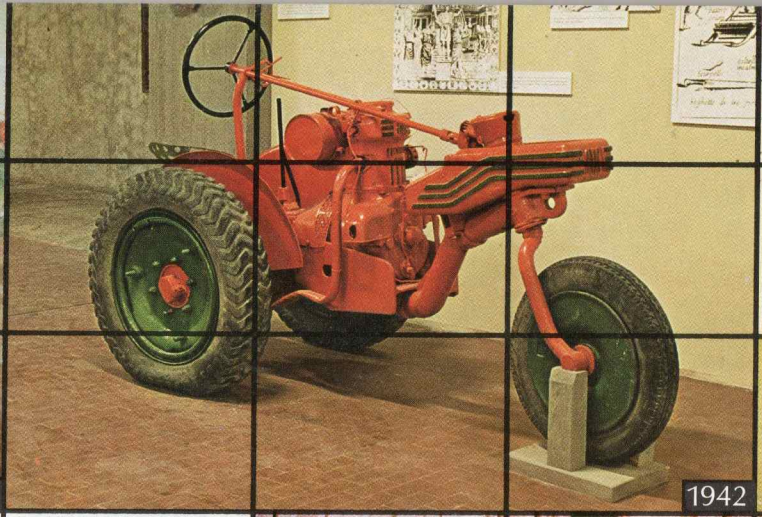


1927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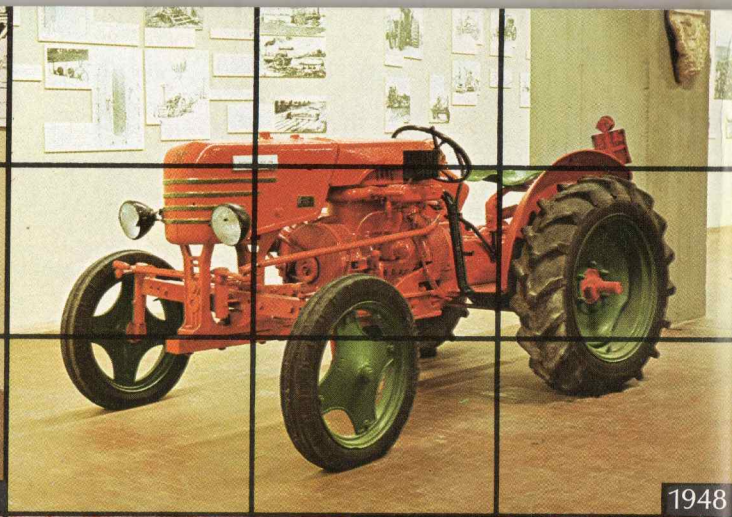
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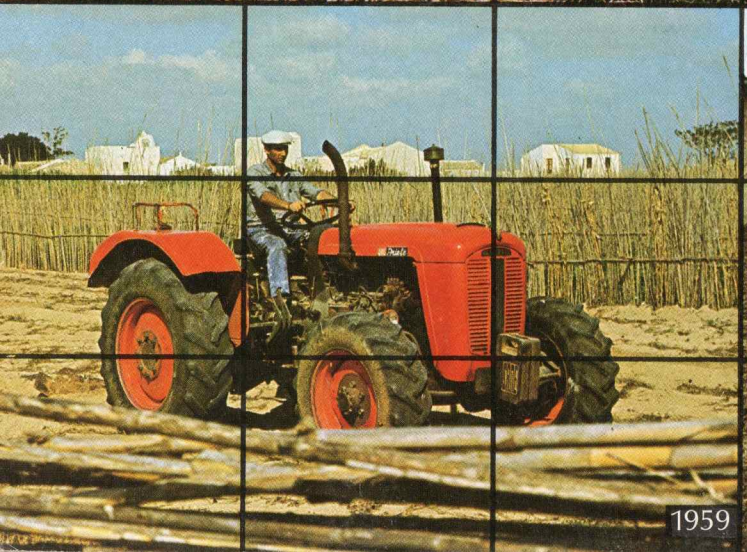
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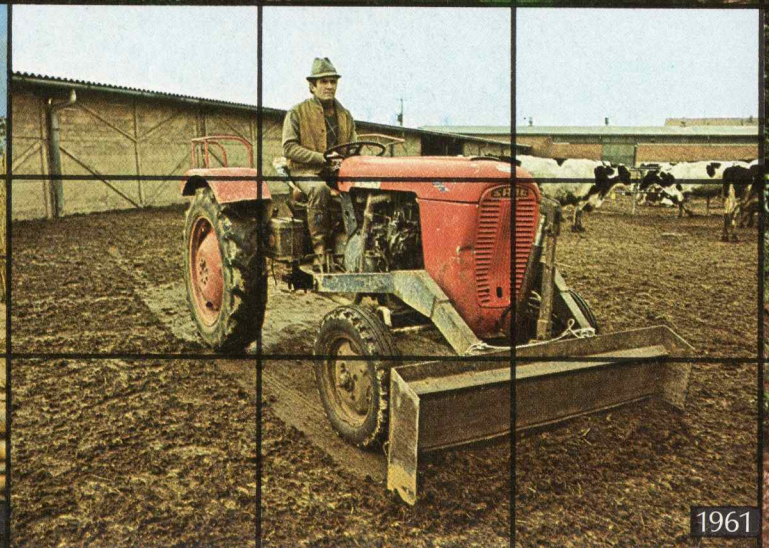
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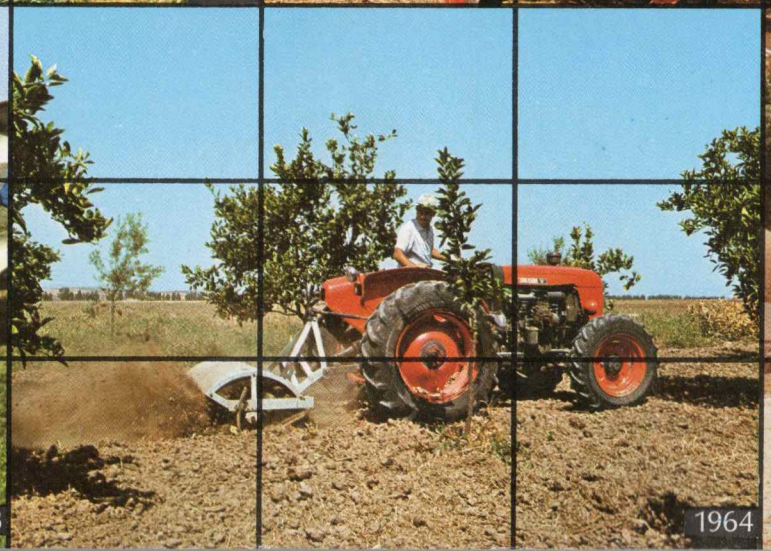
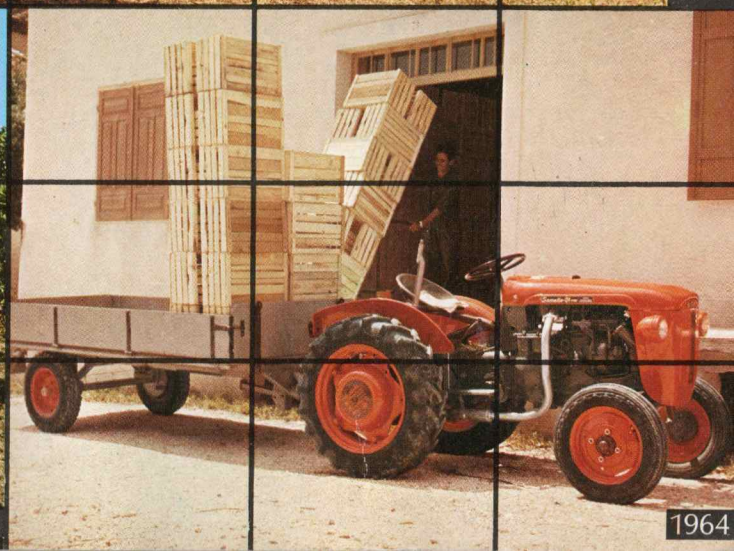

1964


1964

1965
1966
1966
minitauro
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Falcon
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buffalo 120
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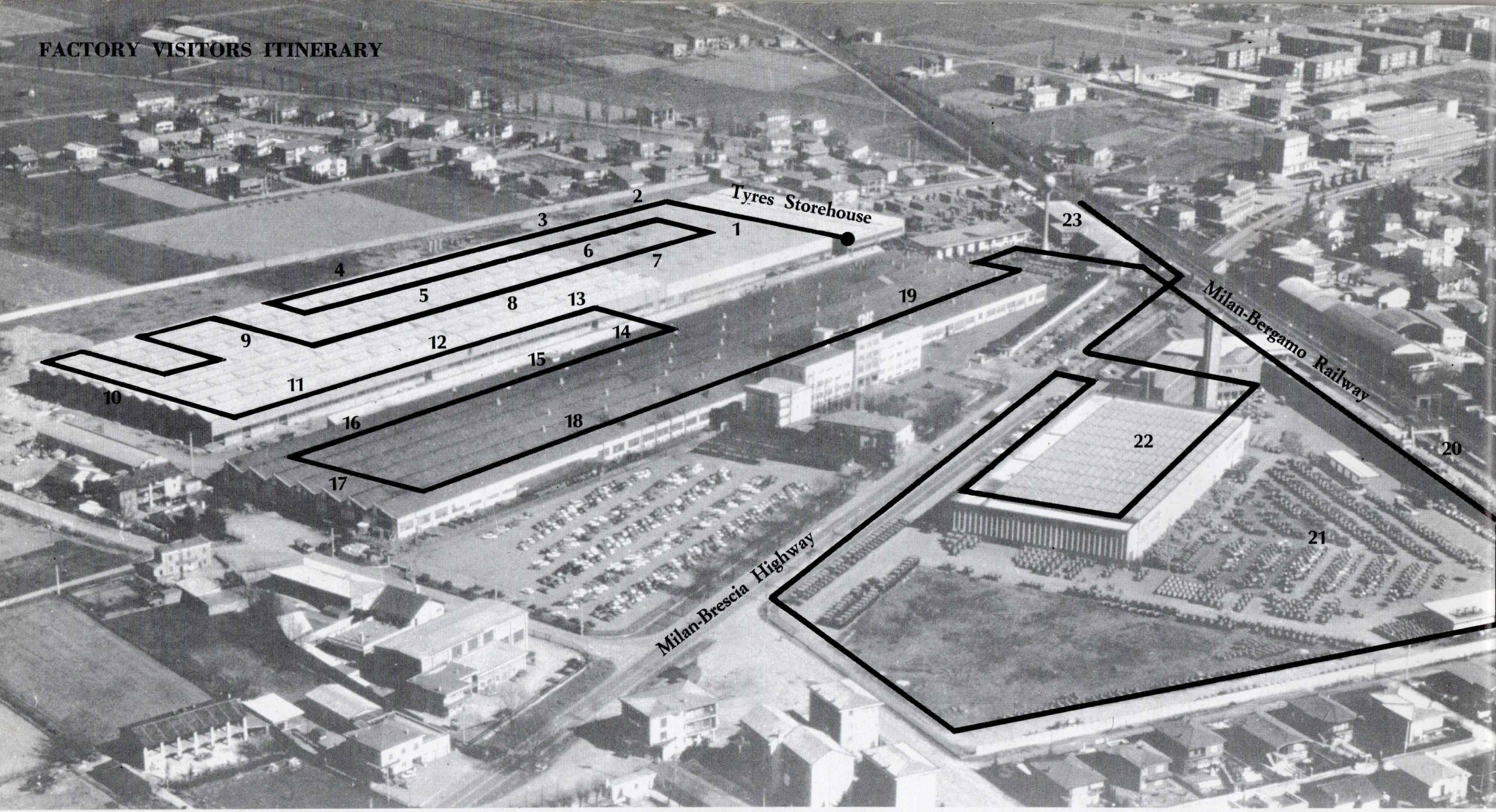
SAME

CASSANI

The Francesco Cassani Room in the Milan Science Museum is dedicated to the founder of the SAME factory.
The first SAME tractor, the glorious 40 h.p. Cassani model occupies a special place in the history of farm mechanisation.
Modern historians and experts stress the contributions given by the Cassani brothers to the progress of tractor techniques.
It is SAME tradition to carry on delevoping new models, new solutions, and new devices for satisfying farmers' requirements. SAME keeps improving on after-sales service for the benefit of SAME customers.

FACTORY VISITORS ITINERARY



LEGEND

1 Blanks Storehouse
2 Blank Rustproofing Department
3 Main Bearing Machining Department
4 Cylinder Block Machining Department
5 Crankshaft Machining Department
6 Cylinder Head Machining Department
7 ACU Machining Department
8 Camshaft Machining Department
9 Engine Assembly Lines
10 Engine Testing Rooms
11 Engine Storehouse
12 Engines for Industrial Purposes
13 ACU Assembly Line
14 Machining of Transmission Housings
15 Machining of Front Drive Assemblies
16 Finished Products Storehouse
17 Quality Control Department
18 Transmission Assembly and Testing Department
19 Tractor Assembly Lines
20 Internal Freight Yard
21 Tractors for Shipment
22 Spare Parts Storehouse
23 Bar and Canteen

SAME Publicity Department
Mod. 308301320 - June 1978

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