

New Precision Ag Agreement

Australia

Monday, 25 September 2006

A precision agriculture agreement has just been concluded between Agco Australia Ltd and Beeline Technologies.

As a result, the global machinery manufacturer will now distribute Arro guidance products throughout Australia and New Zealand.

This agreement complements an October 2005 Agco global announcement whereby it assumed Beeline's North American manufacturing and distribution rights.

Customers throughout Australia will continue to be serviced by their local Beeline dealer with Agco expanding the hands-free guidance product's profile by providing a broader, trans-Tasman support base for its users.

"We are excited by the opportunity, and keen to work with the existing dealer network who have shown a commitment to participating in this rapidly growing sector of the agricultural industry," vice president and managing director for Agco Australia Ltd, Warwick McCormick, said.

"It is also our intention to approach and attract new Beeline dealers in areas where the product is not adequately represented so as to help build some collective brand strength on a national basis," he said.

The Beeline product range will continue to be distributed in Northern NSW and Queensland by the former national distributor, Agline Distributors.

Agline managing director, Ross Hubbard, said the change in the distribution arrangement would allow Agline to concentrate its efforts in the northern region where the majority of Beeline product had been sold.

Meanwhile, Agco's Warwick McCormick says it is the company's intention to maintain the separate Beeline Arro product and brand names to stand alone as a competitive premium aftermarket guidance system.

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