

LAVERDA WORLD

The harvesting specialist's journal



Make way for the new AL Quattro

Applause for the latest generation self-levelling combine at the convention with the Italian and French sales networks

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ARGO

Gruppo Industriale ARGO

The industrial agreement between Laverda and Agco leads to new growth on the market

Product development is off to a head start in Breganze: alongside the spanking AL Quattro, other projects for a brand-new LS and for ground-breaking electronic equipment are also under way

I'm addressing our readers with the greatest of pleasure as I'm able to confirm the important changes that have affected Laverda over the past few months. Since 2004, the Breganze plant has been supplying Agco with combine harvesters on an OEM basis, i.e. by producing its machines with the colours and brand-names of Fendt, Massey Ferguson and Challenger.

Following the 2004 agreement, Laverda was able to increase its production volumes, while Agco consolidated its portion of the harvesting machinery segment of the EAME markets (Europe, Africa and the Middle East) thanks to the undeniable quality and reliability of the combines manufactured in Breganze.

So it was thanks to these appreciable volumes and mutual satisfaction for the results achieved that both parties decided to provide these tried-and-tested business relations with further stability. This was the reason for the joint-venture established between Laverda and Agco. An indispensable step thanks to which the situation should become even better and more satisfying for both.

Agco is a forceful presence on the markets thanks to the fame enjoyed by Fendt, Massey Ferguson, Challenger and to their respective dealer networks. All this will certainly lead to an increase in the number of combines produced by Laverda and distributed under these brand-names. The pay-back will also be positive for Laverda, as it will benefit from the increased scale economies and from developments in its customer assistance organization.

The agreement signed with Agco is an exclusively industrial one and concerns Laverda, the subsidiary Fella and 50% of Gallignani. When it comes to dealership strategy and sales policy, it will in no way modify Laverda's current organization.

Laverda will continue to distribute its machines through its network and organization, and this will also be true

for Agco. Consequently, the current structures with which we now operate on the markets will not be changed in any way.

Although the Italian market is on the upswing, sales will presumably remain below the 500 combine mark, this in a market where competition amongst the various stakeholders is very strong. Laverda holds a hefty 25% portion of this market and enjoys a good reputation and image that has been built up over many years of serious work. Despite all this, Laverda will dedicate special attention to the domestic market with a view to acquiring an even better position, particularly thanks to the re-vamped range of self-levelling combines. The French market is showing signs of growth and Laverda's position is becoming stronger there. The dealer network reorganization process that began two years ago has allowed the French market to become Laverda's most important one.

The benefits obtained from this agreement will certainly stem from our ability to achieve synergies that not only allow us to keep the costs down at industrial level, but also give us the chance to speed up our product development plans, thus allowing us to compete with the most qualified competitors in the

best possible way.

One of Laverda's other strategic goals for the future is to count on an alternative product to the straw-walker machines.

We are, however, aware that the conventional machines will also maintain their fundamental importance on the market and this is why we are working towards innovation. A recent example is the new self-levelling combine known as AL Quattro. It features a new design and is able to provide an even better performance but meanwhile, we are researching a Levelling System equipped with a mechanism that has already been patented by Laverda. This system reduces the all-out dimensions and makes the combine much easier and safer to transport on the roads without the need for an escort.

When it comes to the high-bracket range, we are working on the electronic equipment of the machine, namely the man-machine interface, so as to simplify the adjustments and settings to an even further degree, all to the advantage of the operator and the performance supplied by the combine. So we're concluding 2007 with positive results, with new projects for next year and with concrete forecasts of profitable future seasons for all.



Mario Scapin
director general



The harvesting specialist's journal

Year VII, N° 2, December 2007
Quarterly periodical
Registered with the Court of Vicenza
N° 1017 of 5 March 2002

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Printed by
G.N.G.
Via Galvani, 58 - 36066
Sandrigo (VI)

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An extra-special launching ceremony for AL Quattro

The Italian dealers get to know the new self-levelling combine at Villa Traverso Pedrina

AL Quattro, Laverda's new self-levelling combine, needed a special event, a particular launching ceremony where it could be presented to the entire Italian dealer network.

The convention took place on 9 October at Villa Traverso Pedrina, an ancient mansion situated in the countryside of the Vicenza area. Besides being the occasion for presenting the new machine to the Italian dealers, the venue was also organized with a view to providing useful indications for the future sales campaign both as to targets and product, and to draw up a balance of the season that had just concluded.

The large number of Italian dealers who took part testified to their strong interest in the new self-levelling combine and their confident hopes for market recovery.

The day began with a visit to the Breganze factory, where the guests were welcomed by Grazia Stefani, from the Italian sales department, and by the quality manager, Gianni Salin. The tour went into great detail and highlighted the important organizational changes that had taken place in the factory over the past few years.

Once the visit had concluded, the guests were taken by coach to the venue location where they were met by two mimes who, to the strains of music from a harp and flute, offered a welcoming cup of coffee in the extensive park with its green lawn and swimming pool.

The sunny day completed the pleasant atmosphere, even though it was slightly windy.

With a welcoming speech and thanks to all the participants on behalf of the company, I had the honour of beginning the works in the ancient hay shed, which had been set up as a stage for the occasion.

After these customary words of greeting, I mainly spoke about the subject of communication and image, with particular attention to the importance of the brand. Using the metaphor of an orchestra, a living organism formed by many different elements, similar to the company-sales network system, I underscored how essential it was to work with the utmost unison, so that each with his own particular business and using the available means in a logical way, may efficiently contribute to-



wards attaining the established goals. The outlook must become increasingly more customer-oriented and must bear in mind that the motivation leading to choice at the time of purchase (something that's still very much affected by one's emotions and is not always rational) is substantially determined by one factor: the brand. The brand of the company, of the product, of the company-sales network system. And the more important are the fame and reputation of these elements, the greater is the attraction they exercise on the customers when it comes to appreciation and the propensity to purchase.

But it's obvious that renown, reputation and fame must be based on concrete and tangible values. It is from these that a brand draws its strength, where a brand becomes a symbol that stands for the values of the company and actually represents them, values that must be shared by the entire

company-sales network system and according to which all those who are part of that system must work.

If a brand is to remain strong and provide added value for the product (the brand is one of a company's main assets), it is essential for it to keep a promise, i.e. the intrinsic promise that is part of the values it brings and that makes it stand out from the other brands.

And if Laverda's promise, i.e. that something that makes it stand out from the other brands, is the quality and reliability of the product, plus customer-care in terms of service, then all those who are part of the company-sales network system must be strongly dedicated to producing reliability and quality. They must provide an excellent service, true to a marketing policy that embraces the entire company-sales network system and that is no longer the responsibility of the marketing department alone.

The new self-levelling combine tours Italy

Breganze's new arrival has a really tight schedule.

After having been presented to the Italian and French sales networks, the AL Quattro combine immediately set off for Bari's Agrilevante trade fair, where it was shown for the very first time to the public at large.

After this, the tour set off on a series of laps for closer meetings with customers in south and central Italy. It was the turn of dealer Buccione in Campobasso on 24 October, then dealer Ciampi in Castello L'Incanto in the province of Avellino on 26 October. After this, the tour proceeded on to dealer Tecnomarce of Fermo on 21 November, dealer Rosati and Nuova Officina Nucci e Grossi in San Leo di Pesaro on 22 November, dealer Agriubaldi in S. Giustina di Rimini on 25 November and lastly, dealer Rosati of Senigallia on 30 November.



It was then the turn of Angelo Benedetti, who expounded in a very detailed way about the evolution of the markets, amidst challenges and opportunities. He went on to explain about Laverda's segment of the market, that of conventional combines, i.e. the ones with straw-walkers, which represent at least 70% of the markets analysed. The classes of combine proposed by Laverda are Class VII, with 320 - 420 HP engines, 9,000 - 10,500 litre capacity grain tanks and 6 - 8 straw-walkers; Class VI, with 260 - 320 HP engines, 7,500 - 9,000 litre capacity grain tanks and 5 - 6 straw-walkers and lastly, Class V, with 200 - 260 HP engines, 6,500 - 8,000 litre capacity grain tanks and 5 - 6 straw-walkers.

Considering the Western EU, CIS, Central EU areas and the Baltic Republics, it will be evident how Laverda has the chance to operate on a market where the conventional combine sector has grown by 25%.

And this, Benedetti specified, was an "average" growth of the main markets, without forgetting that the emerging markets are showing even more accentuated growth values for conventional combines. Laverda already has a standing in this market. This was why, Benedetti urged as he concluded his paper, that we can and must take advantage of this growth, which involves the entire range.

Luciano Parise, product manager, then took the chair and presented all the innovations proposed by Laverda for 2008, going into particular detail about the AL Quattro combine.

After this, it was time for Pietro Dal Santo, the parts and assistance service manager, to report about achievements and prospects now that one year had passed since the two departments had begun to be organized in a new way.

The Director general, Mario Scapin, was the last to take the chair and gave a detailed explanation about the prospects and mutual advantages to be obtained from the new joint venture agreement between Agco and Laverda. The prospects included a consistent increase in volumes. When it came to the domestic market, a 25% share was estimated for Laverda, affirmed Scapin. The M Special Power Series combines were the pride of our brand, he continued, as their attractive design, comfort, simple

construction and, last but not least, their performance, had contributed in a decisive way to the recent sales successes.

This renewal process to which the products have been subjected was, perhaps, the most stimulating race of all, continued the director general: a race that never ends but, it's true, one where Laverda has been caught up in a whirlwind of activity, keen on re-vamping its range so as to keep up with the times and the demands from the markets. It's been exciting to take part in the creation of new ideas and even more so to see them become reality, appreciated and confirmed by both the market and the users.

Once the work session had drawn to a close, Parise invited everyone to the park for an aperitif and lunch where, surprise, surprise, to the strains of Carl Orff's Carmina Burana, the majestic AL Quattro made its entrance "ridden" by two white-clad angels with spread wings who delighted the onlookers with 10 minutes of acrobatics and agile antics as they followed even the most exasperated tilts and turns of the combine's cutting table.

S. L.

The speakers at their table: from the left, Mario Scapin, Pietro Dal Santo, Angelo Benedetti and Simonetta Lambrocco.

Below, glimpses of the entertainment and the technical approach to the new machine.



THE TECHNICAL BRIEF

The four advantages of AL Quattro

Higher performance, capacity, power and greater comfort

Breganze's new arrival, the AL Quattro combine, which was presented to the public at the Agrilevante trade fair, stands out for four advantages that make the difference: higher performance, higher capacity, more power and greater comfort. All this is the result of the Breganze company's traditional specialistic skills when it comes to combines for mountain areas and this particular machine is due to become a reference point for all stakeholders who need to boost their performance and productivity.

As part of the standard equipment, the AL Quattro combine sports the exclusive electronic GSAX (Ground Self Alignment Extra) system which, by maintaining the cutting height and the pressure exercised by the cutting table on the ground at constant levels thanks to two extensive automatic settings, ensures an even cut in even the most difficult harvesting conditions. The generously sized Easy Reverse bearing skids installed under the bar allow precision controls and easy manoeuvres even in reverse. Similarly to all Laverda's combine harvesters, the standard equipment for the AL Quattro model also includes cutting tables with the exclusive Schumacher system, featuring a rotating blade control unit that functions at 1,220 strokes per minute without producing any vibrations. The all-purpose, self-cleaning universal blade sections can treat wet and matted crops without clogging and can be easily replaced even individually when necessary, something that considerably speeds up the job and keeps the maintenance costs down.

Besides the PFR (Prepare and Feeding Roller), which ensures that the crop flows from the cutting table to the threshing components in a continuous and uniform way, the standard equipment supplied with the AL Quattro combine also includes the MCS Plus (Multi Crop Separator Plus).

This system, which has been patented by Laverda, allows the combine's separation capacity to be differentiated to suit the individual situations and the crop conditions. Integration of the REV module into the MCS system increases the separation area by 20% and the winding angle to 120° while still allowing the entire width of the straw-walkers to be used to the full.

When it comes to separating and cleaning the crop AL Quattro's generously sized grain pan prepares the mixture of chaff, short straw and grain for the successive action of the sieves and fan.

The adjustable HCD High Capacity Design sieves (featuring a special profile with opposing action), also part of the standard equipment, ensure that the crop is perfectly cleaned and increase the efficiency of the process, also thanks to blades with their exclusive design. AL Quattro's powerful fan with its differential flow rate has two air intakes at the sides and one at the top. All this ensures high quality crops, superior performance, low consumptions and all-purpose use.

The four-wheel drive, toughly built transmissions and sure-fire braking action guarantee the utmost stability and a perfect trim for AL Quattro in relation to the ground contours, maintaining the feeding, threshing and separating components in a horizontal position. This makes the machine incredibly stable when it works across (40%), up (30%) and down (10%) steep slopes.

Higher performance requires a larger capacity grain tank: this is why AL Quattro has been given a 6,500 litre one as part of the standard equipment.

AL Quattro has a Sisu Diesel Citius 74 water-cooled engine with Tier III rating, Common Rail fuel supply, 4 valves, 6 cylinders, air/air intercooler system and turbocompressor. Citius 74 stands out for its ability to reconcile long-life and low consumptions with excellent efficiency. But it also respects the environment, thanks to emissions that are inferior to the parameters established by the laws in force.

AL Quattro also provides the best in comfort with the Profi Cab. Standard supply includes the seat with pneumatic suspensions and the air conditioning and heating system, while the portable refrigerator, radio and CD-player can be installed on request. Other optionals are the camera with colour display and the GPS satellite system.

The cab can be easily and safely accessed thanks to the strongly built steps and generously sized door. The combine is controlled and managed by its Agritronic Plus computer, part of the standard equipment, and by the exclusive joystick.

The visibility is also excellent through Profi Cab's large windows. Impressive performance, high efficiency and excellent comfort, these are the intrinsic characteristics of the AL Quattro combine.

Barisciano, forty years in the farming sector

The tried-and-tested experience of Laverda's authorized dealer for the Chieti and Pescara area

Barisciano snc is Laverda's authorized exclusive dealer for the provinces of Chieti and Pescara. The enterprise only handles original materials, because only controlled products are able to offer sure-fire reliability without a catch.

Barisciano is a reference point for farmers in this particular area, as they are sure of obtaining a prompt service, a comprehensive array of spare parts and technical assistance. In actual fact, as this is a family-run business, there's always someone on hand, 365 days a year including holidays and during the night.

Throughout the company's past and present history, there has always been a great love for agriculture, and this will certainly continue in the future.

The enterprise was established in 1967 as Umberto Barisciano's one-man business. It was converted into Barisciano snc in 1994 when Umberto's sons, Giuseppe and Antonio, who had already been working in the company, took over. In 2007, Barisciano (which is situated in Atessa, Chieti, via Madonna a Mare no. 7, tel. 087 850108) celebrated its forty years in the agricultural sector, where it has become strongly specialized in Laverda's harvesting machines, from the first 100 AL models to the present-day AL Quattro.

Each year, Barisciano's staff-members attend refresher courses where they get to know all the innovations offered by Laverda's machines. This means that they are able to deal with the authorized assistance activities they provide in favour of the "Laverda enthusiasts" in their area, in the very best way. Expert in all mechanical fields and specialized in hydraulics and the supply of components, Barisciano has enlarged its stocks throughout the years with, amongst others, Landini and Gallignani parts.

The company's web site can be visited on www.bariscianosnc.it and its e-mail address is info@bariscianosnc.it



A successful season on the French market

Applauses for the results achieved and targets for further margins of growth at the transalpine sales network's meeting

The French dealers set the date on 10 October at villa Traverso Pedrina, a prestigious residence in the Vicenza district of northern Italy, in order to take part in the convention entitled "Laverda: between competition and opportunities on the market".

The first part of the morning was dedicated to a visit to the Breganze plant, pride of Laverda's personnel. Thus the French dealers were able to get a first-hand view of the investments made in 2007 in order to make the production cycle more competitive and to achieve even higher quality when the Laverda machines are manufactured, as director general Mario Scapin had previously announced during the meeting at Moresville in 2006. There was an extremely stirring arrival at the villa when, to the strains of music and accompanied by Venetian dancers, the ultra-new AL Quattro combine was presented to the French network in a preview with a sumptuous fairy-tale ballet in which man and the machine were one and the same.

After welcoming the guests, Laverda's director general, Mario Scapin, presented the season's results, Laverda's strategy and targets for the following years and the progress achieved by the Group on all the new markets. He went into a great deal of detail about the joint venture established with the Agco Group, explaining which were the benefits brought about by the agreement, the advantages of this synergic union and the incredible development potential for our company.

Simonetta Lambrocco, the communications and public relations manager, focused the attention of the participants as she spoke at depth about the challenge we at Laverda will be facing in our endeavour to conquer new markets together.

Then it was the turn of Angelo Benedetti, Laverda's sales and marketing manager, who gave a very detailed description of the European markets for conventional and innovative combine harvesters. He told the participants about the op-

portunities offered by the market as well as Laverda's short and medium-term product development plans.

Rémi Hugueny, assistance, spare parts and operative marketing manager for France, presented an outline of the newly concluded campaign, underscoring the efficient and speedy service provided by uniting the two aspects, i.e. assistance and spare parts, something that had been achieved this year in order to significantly improve the time it took to respond to the end customers' needs.

Product manager Luciano Parise then added lustre to the convention by presenting the new AL Quattro and the product innovations forecast for 2008.

His intervention was followed by the new film about how Laverda's combine harvesters conquered the French network with their versatile features.

But one of the events that everyone was looking forward to most was undoubtedly the intervention from Fabrice Rondeau, sales manager for France, and his first-hand information about the market trends and Laverda's standing in the French territory.

"In a market where all the combine harvester brands and all product segments are growing by 6.4 percent (+ 20.5% within the space of three campaigns), Laverda holds over 10 percent of the market for conventional combines with 100 percent brand progress on the French market in just two campaigns. It's a just reward for a motivated network and team that have known how to get themselves re-organized and we can now look with satisfaction towards a more trouble-free future. My compliments and an arousing "bravo" to you all for this performance" commented Rondeau.

After the thunderous applause for his encouraging words, Rondeau went on to analyse the success obtained and the sales results with details about the different types



Top Fabrice Rondeau, sales manager for France.

Below, two photos of the meeting.

Next page, a sweet surprise: the chocolate fountain in honour of the French guests.

of machines available on the French market.

"We can still do much better. We must work and change our approach, analyse our local markets," he explained. "The potential margin for growth is still enormous. Just think how only 50 percent of our dealers account for more than 10 percent of the market of all the brands and all the types. And of these dealers, ten or so of you stand out by actually accounting for more than 20 percent.

With an extremely favourable trend in the agricultural sector and a market for combines all set for new growth," concluded the sales manager for France, "2008 will get off to a head start. With the new dealers that have recently become part of our network or who are about to join us, a team and a dynamic sales network that's

motivated as never before, a reliable product that provides high performance and is constantly developing, Laverda cannot fail to grow again and win back the positions it once held in France".

The convention drew to a close and the transalpine dealers and Laverda's Italo-French team deservingly celebrated the success they had achieved around a stirrup cup.

Then the evening continued in the villa's ancient stables, now renovated and turned into a magnificent classic restaurant decorated for the occasion in Laverda's colours.

In an atmosphere made magical by dancers, the guests were served a gala banquet in the most classic Italian tradition and when the dinner had ended, the Italian hosts disclosed a lovely surprise for their French friends, one that they had concealed behind

a great curtain: a wonderful fountain of mouth-watering Venetian chocolate that delighted the taste buds of connoisseurs and gourmands alike.



A record-breaking Agritechnica with two Laverda gems

It was a record-breaking Agritechnica, the trade fair held in November in Hanover. There were more visitors, farming business men and agricultural specialists at the important German venue than ever before, an increase of almost 40 percent, an incredible record amounting to 340 thousand participants, of whom 71 thousand came from abroad.

As many as 2,247 enterprises from 36 different countries put a comprehensive range of machines, equipment, spare parts and accessories on show. The increase in the number of visitors at Agritechnica 2007 was particularly due to Switzerland, Austria, Holland, Ireland, France, Italy, Denmark and the United Kingdom. Italy's values triplicated, while those of France and Ireland doubled. With almost 14,000 decision-makers and investors, Agritechnica confirmed its role as the most important reference point in the Old Continent.

Laverda presented two of its star attractions at the big German fair: the M 306 Special Power Levelling System 4WD with 7.60 m cutting table, and the 296 LCS combine with 6.60 m cutting table.

The M 306 SP LS 4 WD combine with its Tier III type-approved 246/335 kW/HP Citius 8.4 CTA 4V, SISU Diesel "green" engine featuring Common Rail fuelling system, 4WD hydrostatic transmission and 600 litre tank is in the top bracket

of Laverda's offer. It's designed to provide an optimum performance on even sloping ground and stands out for its productivity, stability and safety, with as much as 20% levelling across slopes and 8% in the downward direction. Complete with the electronic Option-Four device, which independently controls levelling in the crosswise and longitudinal directions, it also has the exclusive "Laverda Special Power" system as part of the standard equipment, with GSAX, Ground Self Alignment Extra (allows the combine to make an even cut in even the most difficult harvesting conditions), PFR, Prepare and Feeding Roller (oversized fingers that convey the crop to the elevator chute in an even more efficient and fluid way, achieving a regular threshing action and fade-free efficiency from the machine), MCS Plus, Multi Crop Separator Plus (a forced action that separates the grain from the straw before this reaches the straw-walkers, and that can be deactivated when delicate crops are processed). Installation of the REV module increases the separation area by 20%.

The 296 LCS, Laverda Crop System combine, with Tier III type-approved 202/275 kW/HP Citius 7.4 CTA4V SISU Diesel "green" engine, Common Rail fuel supply and 450 litre tank, is designed for the medium-high bracket of the market. The dis-

tinctive features of these machines are productivity, the quality of the resulting crop, rationalized costs and running and servicing times. Complete with GSAX, PFR and MCS Plus as part of the standard equipment, the 256 LCS combine has an 8,800 litre grain tank with a discharging capacity of 85 litres per second. And when it comes to comfort, 296 LCS has lots to offer thanks to the exclusive PROFI Cab. Total control and management of the machine are ensured by the Agritronic computer and by the exclusive joystick. A generous array of lights allows work to be carried on into the night with excellent visibility.



A meeting along the road to Santiago de Compostela

The Spanish sales network gets together in the magical Monastery of St. Zoilo



The meeting of the Spanish sales network took place in a truly original setting. The site chosen for the venue was actually the Monastery of St. Zoilo di Carrion de los Condes, geographical centre of the pilgrims' Road to Santiago, in the province of Palencia.

When it comes to historic, artistic and religious interest, this particular location is the only one of its kind. The first document referring to a monastery dedicated first to St. John the Baptist and then to St. Zoilo, dates back to 948 A.D.. The Benedictine monks turned the monastery into a refuge for the pilgrims who travelled to Santiago di Compostella, while the Jesuits created the first boarding-school in the middle of the 11th century, one that was to become the Minor Seminary of the diocese of Palencia in 1980. Thus, with its mystical and religious atmosphere, the monastery provided an exceptional setting for the Laverda convention and enriched the meeting, organized with great care by Antonio Esteve, director general of Agriargo Iberica, Andres Moradas, combine market manager, and all the staff-members of the Spanish branch, with its art and culture.

Surrounded by the enchanting atmosphere of the monastery's ancient library, all Laverda's Spanish dealers had flocked to the meeting and appeared to be highly enthusiastic about the event as, along with us, they drank a toast to the good results they had achieved with a good glass of "vino tinto".

Antonio Esteve opened the meeting with a welcoming speech during which he illustrated the results obtained from the sale of the tractors produced by the Argo group, results which had increased by 20% as compared to 2006, with as many as 1160 tractors sold. Angelo Benedetti, Laverda's marketing and sales manager then took the chair. After extending the management's greetings to all those present, he gave details about the advantages to be obtained from the Laverda - Agco agreement, which will allow Laverda to research and develop new products and will provide further opportunities for penetration in the markets.

But the positive news didn't stop here. The increase in the price of grain, the changing dietary habits of the Indian and Chinese peoples, the need for bio-energy and to increase the grain stocks are fundamental factors that



contribute towards common growth.

The convention then proceed with my report, based on research prepared by the Laverda marketing team and which concerned the development of the different types of machines in the main markets of Europe, CIS and the Baltic Republics.

The message for the sales network could be summed up in a single observation: Laverda offers a complete range that can comply with all the needs of the emerging markets.

Luciano Parise, the product manager, then presented the new range for 2008, focusing the participants' attention on the new 200 REV, as well as the AL Quattro and AL Rev combines. He went into detail about the versatility of Laverda's machines with the aid of the new film clip, which illustrates the combines to the strains of Vivaldi.

He also presented a research into the segmentation of the combines with hints about the competitors and the innovations Laverda is developing for the years 2009-2010.

Export manager Andrea Ugatti analysed Laverda's evolution from the years 2000 to 2007 and spoke about the turnover forecasts for 2008. This analysis had been conducted by considering the turnover data and sales volumes during the indicated period, with a mention about the Spanish market's expectations.

Andres Moradas highlighted the satisfactory results of the 2007 sales campaign in Spain and presented the targets for 2008, empha-

sizing how advantages could be taken of the opportunities of a growing market. All this was comprehensively illustrated by a detailed analysis of the market, research into these new opportunities and a brief outline of the actions to take in order to guarantee the success of the next sales campaign. Manuel Tavira, technical assistance service manager for Spain concluded by explaining the new on-line warranty system and by pointing out the benefits for both the dealers and customers. The event drew to a close with a guided visit around the splendid monastery with all its mysteries and singular attractions, an occasion that we will certainly remember for a long time to come.

Elena Facci

Top: the speakers at their table, from the left Manuel Tavira, Angelo Benedetti, Elena Facci and Antonio Esteve.

Below: group photo of the participants.

In Denmark, the “reds” make headway

More than 5% of the market for medium-high bracket conventional combines. And it's still growing

In the green land of Denmark, the little Scandinavian country with extensive cultivated areas, Laverda is getting stronger thanks to the new dealer Hvidevejs Tractor Aps, situated in Karup (on the border between Nordjylland and Midtjylland). Hvidevejs Tractor Aps is run by proprietor Jorgen Futtrup Andersen and his wife Janette. Established in 1995, the enterprise now employs a technical team of six mechanics, a parts manager, an administrative manager and a sales manager. After just one year, the company has built up a network of as many as seven dealers who operate in the following areas: Græsted / North Zealand; Hårby/ South Funen; Sindal / North Jylland; Ringkøbing / West Jylland; Egtved / Central-South Jylland; Fredericia / South-East Jylland; Skærbæk / West Jylland.

The professional way in which Laverda's products are sold and the high level service provided for the end customers, always backed by the technical staff of the Breganze plant during the harvesting season, have allowed Laverda to attain and surpass the ambitious target of 5% of the market for medium-high bracket conventional combines.

The results achieved during the past season have therefore projected the

glorious “red” combine brand back to the levels that these machines, whose characteristics and performance have always played an important role in the Scandinavian countries, rightfully deserve.

Denmark is a country where agriculture counts. It comprises a large peninsula, Jutland, which borders on the north of Germany, and a great number of islands, some of which are Sjælland, Fyn, Falster, Lolland, Vendsyssel-Thy and Bornholm, besides a hundred or so minor islands which are sometimes referred to as the Danish archipelago. Denmark's population numbers almost 5.5 million inhabitants (one million of whom live in Copenhagen), scattered over an area amounting to some 43,000 square kilometres, 60 percent of which is arable land and is divided into 5 different regions: Hovedstaden, Sjælland, Syddanmark, Midtjylland and Nordjylland.

Danish agriculture covers as much as 2,700,000 hectares of farming land, with 57,831 farms (10.6 percent of which with more than 100 hectares) measuring an average 47 hectares, much more than the average size in the European Union, which is a mere 18.5 hectares. 25.2% of the farm land is leased. Thanks to its grain exports,



but not only these, Denmark is one of the most important farming countries in the world. Danish agriculture produces 3% of the national wealth (GDP) and provides employment for 6% of the labour force (meaning 80,000 persons of whom 40% are subordinate workers). These are the main crops and the percentages in which they are cultivated: grain crops cover 54.7% of the farm land, grass (temporary and natural meadows) 28.4%, rape and peas 2.4%, seeds (graminaceous plants for meadows and industrial use) 8.7%, tuber crops (potatoes and sugar beet) 4.7%. Dairy cattle and pig breeding are, and have always been, a feature of Danish farming.

Andrea Ugatti

It's GVS Agrar, Laverda's importer in Switzerland

Following the partnership agreement signed in June of this year, which established a joint-venture at 50% between Agco and Laverda, GVS Agrar became general importer of Laverda combines for Switzerland on 9 October 2007.

As part of its strategic policy, GVS Agrar is associated with Fried-Maschinen SA of Koblenz, an acknowledged specialist in the combine sector. Fried is extremely competent when it comes to selling combine-harvesters and, along with its team of staff-members, provides a first class service.

The new business enterprise, GVS-Fried SA, with headquarters in Koblenz, will sell the three combine brands: Laverda, Fendt and Massey Ferguson.

GVS-Fried SA will also be responsible for the after-sales assistance service and spare parts. The aim is to increase the portion of the market held by harvesting machines and since the customers can choose from between the three brands, the company has everything it needs for satisfying the requirements of the Swiss market.

Thus the offer does not just include the highly productive giant combines but also the more compact, self-levelling machines, which are in great demand in many parts of Switzerland. The newly established GVS-Fried SA presented itself along with its new range of products for farmers and farm contractors at the trade fair held from 30 November to 2 December in Koblenz.



From the right: Alexander Fried, Werner Müller and Ugo Tosoni.

Agco customers and visitors from all over Europe flock to Breganze

The chances for meetings between Agco and Laverda have multiplied of late.

Following the new industrial agreements, the number of Agco customers and visitors from many different European countries who come to have a look around the Breganze plant for both the Fendt and Massey Ferguson brands, has increased to a considerable extent. The groups from Germany have been particularly consistent, but there have also been lots of French, Swedish and Belgian visitors. We're becoming increasingly more internationalized and, as always, we hope that everyone feels at home here in Breganze, just like Laverda's customer/visitors.



Benedetti confirmed as member of VDMA's top echelon

VDMA, Verband Deutscher Maschinen- und Anlagenbau, the association of German agricultural machinery manufacturers, has confirmed the position of Angelo Benedetti, Laverda's marketing and sales manager, on its board.

This means that for another three years, from 2008 until 2011, Benedetti will continue to play a role of prime importance in the prestigious category association. Benedetti, whose presence in VDMA is due to Laverda's partnership with the German undertaking Fella GmbH, was recently confirmed as a member of the association's board. VDMA represents many of the German industrial sectors and one of the most important of these is that of agricultural machinery, which includes over 150 associate enterprises.

Our heartfelt congratulations to Angelo Benedetti who will certainly continue to promote the interests of the Italian companies in the German category organization as he did during the past three-year period.

Argo informs



Bufalo, a champion yet again

A winner once more. Bufalo 3000 is truly the king of Tractor Pulling. For the fourth consecutive time, the giant from Fabbrico knew no rivals as winner of the 2007 championship, in the Pro Stock category. Bufalo 3000 competed in a glorious way, starting out with a low profile and then leading the classification thanks to a truly enviable series of results. The final part of the championship was the most eventful as, at the eve of the last trial, Bufalo only had one point more than Blue Leader Jr. Thus, there was more than a bit of suspense at San Pancrazio, near Parma, where the "blue beast from Fabbrico" struggled neck-and-neck right to the last centimetre. But in the end, all was well and the Elvio Moretti - Bufalo 3000 team was finally crowned as 2007 "prime puller" of the Pro Stock category.

McCormick also takes part in the event

During the last race of the Tractor Pulling Italia championship, McCormick officially presented Red Fox, the machine that will be competing in the Italian Pulling category at the 2008 championship.

As Mario Danieli, the sales manager for Italy, explained, the decision to take part in the event with one of McCormick's own machines was taken owing to the growing popularity of the event, with a public of 5,000 to 10,000 people at the most important stages. And Franco Paterlini, team manager of the Argo Group's stable, revealed that Red Fox sports a souped-up 1,000 HP 8.3 l. Cummins engine. Underscored by the new shape of the bonnet, the styling reflects McCormick's future family feeling. Red Fox was created through collaboration with Officina Moretti of Squarzanella, one of the proprietors of which, Gianni Moretti, will be the official pilot of the 2008 season.



A renewed alliance with the supplier chain

A convention brought them together in Breganze, to discuss the demanding production commitments of 2008

More than seven years have past since June 2000, the year in which the historic brand was relaunched, and Laverda thought it was important to meet the people who had contributed towards the results achieved to date.

Laverda considered it essential to strengthen these relations and find out its exact standing in a market that's becoming increasingly more demanding and competitive. To provide immediate and efficacious responses, all the stakeholders must therefore become as flexible and efficient as possible.

Understanding and sharing common goals is an indispensable starting point for enterprises that intend to face the market in a professional, innovative and winning way.

Fabio Dalla Valle is responsible for organizing the Laverda's suppliers and the company's relations with them.

Fabio, can you tell us what led to the decision to invite all the suppliers to Laverda by organizing a convention?

"We'll be very busy in 2008 when it comes to our manufacturing commitments as we'll be having to satisfy an increasing demand for combines with a highly diversified model mix. This is why we looked into the most efficient strategies to apply, not just in the Laverda plant itself but in those of our suppliers and, above all, together with them. We then decided to involve them and have them share in our development plans".

How are you going to proceed?

"Amongst the other actions we'll be taking, we think it is important to inform our suppliers about the volumes involved, to highlight our plans for improvement, provide information about the structure of our supply chain and about the quality we expect. We were able to put the emphasis on our message by inviting all our suppliers at the same time to a dedicated convention held in the Laverda plant".

What's the pay-back you've obtained?

"We invited the more important sup-



pliers to the convention and 95% of them came to the venue, i.e. about 95 people. We then extended the invitation to Laverda's staff members as a further confirmation to our suppliers of how important we considered this meeting for the company. The fact that our colleagues participated helped to provide our guests with an insight as to how we operate as a team, working together towards important goals".

What happened during the convention?

"Before the work truly got off to a start and after Roberto Zuech, the manager in charge of the product manufacturing process, had given his official welcoming speech, Simonetta Lambrocco, the communications and public relations manager, presented a short film illustrating Laverda's history, from the first self-propelled combine-harvester, the M 60 model, to the present day. After this, it was the turn of Angelo Benedetti, the marketing and sales manager, to take the chair and give a report about the combine-harvester market and the current development trends in the market where Laverda competes.

The director general, Mario Scapin, then went on to describe the reasons for which the markets had grown, such as the considerable demand for grain from the emerging countries and the requirements of the clean energy sector. He also underscored the fact that customers expect quick and efficient answers from Laverda.



In view of Laverda's new and ambitious projects, Zuech spoke of the need, along with our suppliers, to strive towards improvement and described the guidelines Laverda applies to the supply chain".

And you, Fabio, how did you face such an important subject with the suppliers?

"Taking the cue from Zuech's introduction, I went into detail about the improvements being made within our organization. Changes that are necessary if Laverda is to provide timely answers to the demands from the market. A changing and much more dynamic market in which you can only take part if you provide flexible answers but not to the detriment of efficiency, competitiveness and quality".

Can you explain what the model mix is and what changes or has already

Top: the group of suppliers as they visit the production line.
The speakers: from the left, Fabio Dalla Valle, Mario Scapin, Angelo Benedetti and Roberto Zuech.

been changed in the factory following this new production policy?

"Model mix manufacturing allows us to come off the assembly line with different machines in lots of four, something that was unthinkable until only a few years ago. We have worked and are still working on plans to achieve this target. For instance, on the day the convention was held, there were three different models on the assembly line at the same time".

How are the suppliers involved in this process?

"It's essential to integrate the entire supply process if the information is to flow in an organized way and in order to coordinate the entire chain. According to lean logic dictates, it's not enough to plan. The materials also need to be efficiently and efficaciously managed. We started up with a reorganization project that involves the entire factory. The spirit is that of an innovation process implemented from the bottom upwards, shared by the employees and developed with them in the form of interfunctional teams. Computerized integration must also be used so as to reduce the use of resources in tasks with no added value".

And then?

"We then informed the suppliers about the current performance of the supply chain, going into detail about the problems that could occur if deliveries were delayed and, consequently, which and how many resources Laverda must use in order to overcome these situations. Lastly and very importantly, we described a plan of targets for 2008 and promised to call another meeting next year in order to check out the results achieved".

And what about quality?

"Gianni Salin, the quality manager, told the suppliers how important quality was at all levels. He was very insistent about the need for us to receive products conforming to the specific requests and specified the targets for 2008 from the quality aspect. After this, we all went on a visit to the production plant. This was of fundamental importance as it demonstrated what had been discussed during the convention in a concrete way and gave the suppliers a chance to see for themselves what we had been talking about.

Finally, the working lunch in the company restaurant allowed us to socialize with our suppliers and get to know them in a personal and not just a professional way".

In short, an initiative that should activate another process, i.e. turn the suppliers into partners?

"That's it in a nutshell".

Thanks Fabio, and all the best.

L.W.

The after-sales specialist

Albino Bertacco describes his experience with "Laverda enthusiasts" from all over the world

When the after-sales service and the parts service were unified at the end of 2006, the tasks of the staff members also changed. This is why Albino Bertacco, who's been with Laverda for 33 years and is well known in many parts of the world, doesn't just deal with assistance and training about the product, but also spare parts, as after sales service area manager.

He deals with a lot of countries, from Central and Southern Italy, plus the islands, to South Africa, as well as the United Kingdom, Scandinavia, Germany, Poland, Hungary, the Czech Republic, Slovakia and Estonia.

Albino, what does it take to be able to look after so many customers in such different countries?

"The first thing that springs to mind is a great passion. Having worked with these machines for so many years, I've become personally aware that the best results can only be achieved if you're strongly involved. In actual fact, I think that's true of all jobs and all professions".

Which are the things that spur you on the most?

"My greatest satisfaction is certainly when I'm able to resolve practical problems at the most difficult times. To see that a customer is content, relieved and able to get the most out of his machine, to be able to advise him and come up with the right solution encourages me to continue with enthusiasm".

Amongst all the countries in which you have worked to date, which are the ones that have impressed you the most, and why?

"Sweden and New Zealand. I've gone to Sweden many times and I like everything about it: for the nature, with those wide open spaces, for the agricultural production, job opportunities, the open-mindedness of the people and their willingness to listen to you. Yes, because once they've had the chance to appreciate your professional dealings and serious attitude, the Swedes know how to demonstrate their good opinion of you.

I have only visited New Zealand once, but I was truly bowled over by the countryside.

The luxuriant vegetation, ideal climate, the variety of landscapes, the breathtakingly beautiful views...

But in actual fact, I always find interesting aspects in every country in which I have worked; exchanging opinions with the people, getting to know new cultures and traditions, even if only in a fleeting way, sharing experiences. I think that all this leads to great personal enrichment, yet another reason for appreciating by job".

An anecdote or a phrase from a customer that impressed you?

"Recently, when I was in Denmark, a Laverda customer told me: all combine harvesters can be repaired, even old ones, but you can only be certain of a sure-fire harvesting campaign with a Laverda machine, even if it's a bit long in the tooth! What better declaration as to the reliability and quality of our combines? Quality and reliability that still continue to characterize the machines that leave our factory".

What would you particularly like to wish Laverda and all those who work with our company?

"To continue to work with passion towards quality and service, just as we have always done".

Thanks Albino.

Simonetta Lambrocco

In the photo, Albino Bertacco.



Routine and preventive maintenance

Follow the expert's advice and work with confidence

Maintenance is an important operation that concerns any mechanical device. It guarantees reliable running and less wear, meaning an always appreciated higher value and longer life.

When it comes to harvesting machines, all this becomes even more important, as harvests must be gathered within the shortest possible time and the weather conditions influence everything in a determinant way. So you can't run the risk of adding other penalizing variables, such as down times due to negligent or incorrect maintenance.

On the other hand, Laverda's combines are very easy and quick to service: you just need a few minutes if you comply with the normal frequencies clearly and simply given in the Operation and Maintenance Manual with which every Laverda combine is equipped.

It's worthwhile remembering that, amongst other features and thanks to ever more pioneering technology, the combines can be supplied with automatic lubrication, which is available as an optional. This accessory speeds up the routine maintenance operations to an even greater degree and does away with the risk of forgetting some greasing point or other.

The products and spare parts used are also of vital importance. In other words, it's essential for them to be original products.

It's really indispensable to use Original Parts as every spare is an integral part of the combine and has been explicitly designed by Laverda's Technical Department so as to guarantee the quality and life of the combine-harvesters

produced in Breganze.

The after-sales service is a fundamental value. This is why Laverda employs highly specialized technicians to help its dealers' experts, the aim being to provide the end customers with a tip-top assistance service.

The technical assistance department, where I've worked since far-off 1979, helps to sort out any type of problem in a tangible and immediate way, and is always in direct contact with the customers.

This service has developed throughout the years. So much so, it has been able to gather a more or less unique wealth of experience. The attention dedicated to the customers, to their needs and expectations, is extremely useful if one is ready to use it in order to create even more experience.

The importance of this service is sometimes underestimated and only appreciated at the time of need. Make short work of emergencies and handle them in the best possible way: that's our mission, one that we develop with dedication and professionalism.

The parts service is another essential and irreplaceable part of the assistance we provide and guarantees that Laverda's combines remain reliable, a feature that's acknowledged throughout the world. Laverda's Original Spares can now be requested and ordered via the Internet, while shipments are made to all parts of the globe using the best means of transport available so as to reach all customers in the fastest possible way.

The overhaul at the end of the harvesting campaign and the winter period when the

combines are not used, give everyone the chance to keep their machines in perfect order simply by carrying out the recommended preventive maintenance work, as well as by using strictly original filters, lubricants and expendable materials. These few and simple precautions will allow both farmers and farm contractors to face the next campaign with full confidence.

Albino Bertacco



DVD: great combines to the rhythm of great music

Do you want to know more about how versatile Laverda's combines are? What sort of jobs they can do? Which crops they can process? And do you like good music?

You can satisfy your curiosity to the strains of splendid music, from Morning, taken from Grieg's Peer Gynt, to Winter, from Vivaldi's Four Seasons, in Laverda's new DVD, presented when the AL Quattro combine was launched in the presence of the sales network and shortly to be available to the public.



The "reds" in pop art style for the 2008 calendar

Eye-catching and innovative, Laverda's calendar for 2008 proposes the combines from Breganze at work on different crops in an original "pop art" style. An attractive and useful gadget that will accompany customers, farming and farm machinery lovers and aficionados of the historic Laverda brand, day after day.



Everything began with a corn husker

Pietro Laverda's first invention at the end of the nineteenth century was designed for the most typical local product

Living conditions in the Venetian countryside during the last decades of the 19th century had become extremely difficult. The Austrian dominion, which lasted until 1866, had reduced the agriculture in those parts to a terrible state, nothing like it had been during the centuries when the Republic of Venice had held sway, when farming had achieved a significant development, also thanks to several important land-owning families in the area.

In those years, many Venetians had been forced to emigrate, especially towards North and South America.

In the foothills, between the rivers Brenta and Astico, in the centre of which Breganze is situated, agriculture was sometimes reduced to mere subsistence. Here, in their small plots of land, the farming folk mixed vines, forage crops for the few head of cattle they owned, and especially corn, called "sorgo" (or "broom-corn") in the dialect of these parts, which formed the basis of the human diet in the form of "polenta".

The almost exclusive use of this food had actually been the cause of an endemic disease in the poorest classes of the population, i.e. pellagra. The entrepreneurial adventure of Pietro Laverda Sr. (1845-1930) began in this farming society, in a full state of crisis. And it seems only natural that one of his first commitments as an artisan blacksmith was to create implements for husking corn cobs. Machines for this purposes were being manufactured by many Ital-

ian firms, but Pietro Laverda's attention turned to the most widely cultivated crop in the area, the so-called "marano" corn with its typically small cobs and high quality meal, ideal for human consumption.

The 1890 catalogue already contained two corn husker models: the so-called "capretto", a small

strength of two men in order to be operated without a break thus, from the beginning of the 20th century, many were equipped with an electric motor and were able to produce up to 15/20 hectolitres of grain per hour. Successfully marketed in the rolling plains of the southern areas of the province of Veneto and in Friuli, they were

known as the "Polesine type". All these models husked the corn by means of a rotating vertical toothed disc made of cast iron. But towards the end of the 19th century, Pietro Laverda had already invented a new type of husker, which he patented. It featured a flared horizontal toothed drum that was able to husk cobs of different sizes, even very small ones, and could to process 3 hectolitres of corn per hour.

All these machines, whose frameworks were completely made of wood, were produced at an incredible rate, especially during the years between the two world wars, with an output that reached into the thousands each year. In the middle of the 20th century, metal plate

took over from wood to make the structures and a blower was often installed so as to dress the crop in an even more accurate way. These little forerunners of the modern combine-harvester continued to be produced in the Breganze plant until the '70's, in time to witness the development of the gigantic harvesting machines alongside. And it's interesting to note that when the first combine-harvester, the M 60, was produced, Laverda dedicated time and effort in order



A few of the traditional varieties of corn cultivated in the Venetian plain, including "Marano" and "Biancoperla".

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Esso è fissato sopra un cavalletto, sul quale si può sedere e sgranare perfettamente un ettolito circa di grano all'ora. Basta anche un solo ragazzo.

PREZZO, compreso il cavalletto, L. 46

to create a technically valid corn harvesting machine and to carry on, so to speak, where Pietro Laverda left off.

It was a machine with just two rows that seems rather odd and clumsy nowadays. But at that time, it turned the dreams of many farmers into reality, people who had spent long autumn days in the fields harvesting corn cobs by hand and had husked them under the wide porticoes of the Po valley homesteads in winter.

Piergiorgio Laverda



Top: an advertisement depicting the patented corn husker (1897) and pages of Pietro Laverda's 1890 catalogue.

Below: the DS corn husker made of metal (1958) operated by Laverda's MFC motor mower. Laverda's M60 combine harvester featuring the first corn bar with 2 rows.



Harvesting at the edge of the desert

Libya, from former "box of sand" to fascinating land where threshing needs reliable machines that work in difficult conditions

At the beginning of the 20th century, Giolitti's Italy called it a "box of sand", but Libya's nothing like that today. It's a growing country, with a very young population, where most of the domestic income is obtained from the oil resource. From the '90's onwards, a lot of attention has been paid to developing industry, tourism and agriculture. For example, fruit and wheat are now being cultivated in vast plain areas. Libya has invested a lot in reclaiming works and in the search for water. So besides black gold, the desert has now revealed another treasure, i.e. large bodies of fossil water now conveyed by an impressive pipeline network. Grain crops are the main agricultural products: wheat and barley are cultivated along the coast and on the heights near the coast. In a land that seems arid, if not desert-like, extensive green belts studied with irrigation systems now surround the cities.

Libya is also, historically, a country in which the name Laverda is well known. The red combines enjoy an excellent reputation when it comes to reliability and the performance they provide in extremely difficult harvesting conditions. Valter Valente, our "man of the desert", knows something about this, as he's well versed in the various types of crop that are grown here. Valente has been going to Libya during the threshing period for more than 20 years, so as to provide advice and instructions for many of Laverda's customers.

"I've gained so much from my job, from a personal point of view," explains Valter, customer assistance expert, "that each time I'm offered the chance to go on a technical mission in Libya, I always make sure that I'm available. Libya is a market with important peculiarities. The customs and habits of the people are very different from ours and, when I'm on a mission, I adapt to their ways. I've had experiences of all types over the years. When you're in

the desert, it's very hard to find a place to sleep and I've often had to pass the night in the trucks that drive out with the machines. The food is also very unusual: you don't suffer from hunger, but you have to adapt to a very different way of cooking than ours. Eating couscous in the desert is something I'd recommend to everyone, as it creates a strong spirit of friendship.

During my last visit, I was always with Amin Arafa, our agent. I like going around with Amin because he takes me to the local places. I've been providing technical assistance for combines for more than 25 years and I must admit that the mission to Libya has always exercised a particular fascination both because the harvesting conditions are unique and because the lifestyle there is less stressing than ours".

Laverda is a byword for reliability in Libya. "Our Libyan customers are very satisfied with the REV combines they've been us-

ing over the past few years," continues Valente, "and I must say that Laverda's machines are particularly suitable for their country since they are very simple to operate and always provide a high performance".

But for anyone who deals with harvesting machines, Libya, with its fields "created" on the sand, has requirements that are more or less unique. "The experience I've acquired after having worked in this country for so many years has allowed me to understand the importance of a harvesting culture that, besides the methods we already know, is centred on threshing from a standstill. The machine is fed when it's stationary, especially when the conditions are strongly abrasive owing to the sand. In short, I think that Libya is an extremely fascinating country where Laverda enjoys an excellent reputation, a country with a great deal of potential".

