

JOHN DEERE 6R LARGE FRAME VS. FENDT® 800 VARIO



JOHN DEERE
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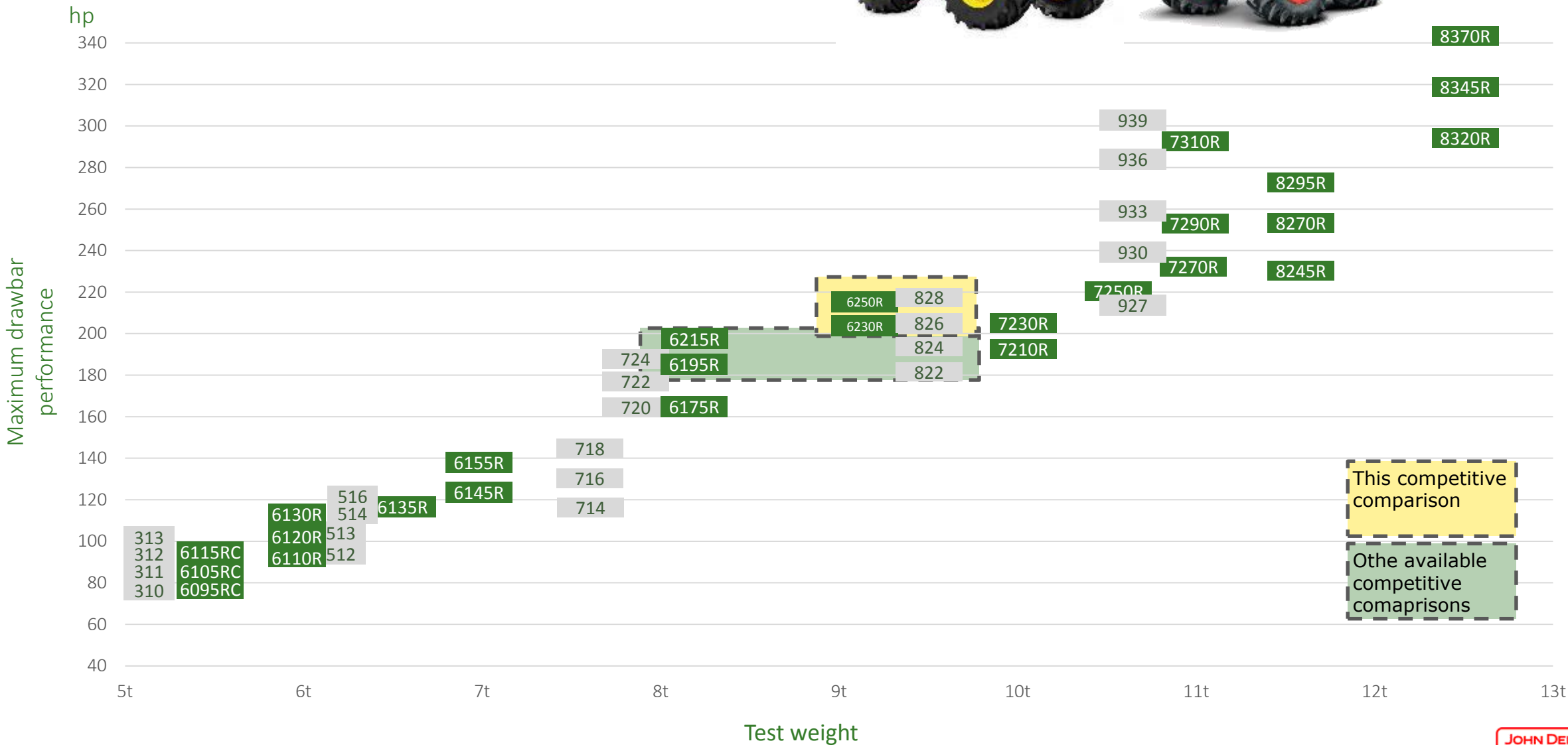
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COMPETITIVE POSITIONING USING MAXIMUM DRAWBAR PULL DATA

Considering most efficient comparable transmissions



SALES PITCH

6R LARGE FRAME VS. FENDT 800 VARIO

6R Large Frame: a class of its own

Lighter, stronger, smarter than a Fendt 800 – The new 6R Tractors offer 300 hp at 9.3 tons and the unique CommandPRO™ joystick

Drawbar performance/powertrain efficiency

- Internal product benchmark tests: 6250R versus Fendt 828 - 7% less fuel consumption in the field, 5% less fuel consumption in transport applications
- Internal product benchmark tests: the 6250R has a comparable performance like the 828 Vario on the field but outperforms it on the road.

CommandPRO joystick

- Joystick control that allows tractor operation and ISOBUS control with 11 buttons
- Combines a unique driving concept with outstanding reconfigurable controls

Comfort

- 6 dB(A) less noise of 6R compared to 800 Vario ensures the comfort expected in this class
- TLS™ (Triple Link Suspension) Plus front axle suspension, HCS Plus cab suspension

Integrated solutions

- 6250R offers a comprehensive contractor solution including JDLink™ telematics system, MyJobConnect, MyLogistics, and AutoTrac™ assisted steering system.
- The 6250R is the first tractor that can be purchased with an Ag Navigation system.*
 - *Available in France, UK, Germany, Denmark and Netherlands

Ease of use/intelligence

- John Deere unique Bluetooth® premium radio, intuitive wipe function display operation and a broad offer of John Deere telematics and guidance systems ensure the superior precision over the Fendt Vario

Maintenance/Serviceability

- Standalone 750-hour engine oil change intervals versus standard 500-hour interval at Fendt Vario

KEY SELLING POINTS

6R VS. FENDT 800

- 1** **Performance** - best power density leading to an unbeatable acceleration: 31 kg/hp versus Fendt 828: 34 kg/hp.
- 2** **Maximum productivity** – proven drivetrain efficiency of 85% versus 80% for Fendt Vario.
- 3** **CommandPRO joystick** - outstanding driving concept with creeping control, maximum speed with one push and three set speeds versus two for the Fendt.
- 4** **Reconfigurable control for tractor and ISOBUS functions** – best operator customization with 11 versus 10 reconfigurable buttons on the Fendt joystick.
- 5** **Outstanding driving comfort** – TLS Plus/HCS Plus, variable ratio steering, 6 dB(A) less in cab noise.
- 6** **More cost savings** – 3781€ less service costs more than 5000 hours.
– 6755€ less fuel costs more than 6000 hours.
- 7** **Longer service intervals** - 750 hours → 50% longer compared to Fendt.
- 8** **Fully integrated AMS** – an up to 13550 € price advantage with AutoTrac.



ENGINE

	John Deere 6250R	Fendt 828
Extra power	10%	0%
IPM (hp)	40	0
Torque rise	40%	35%

ANALYSIS

- With FT4 Fendt launched the flat engine curve (rate = maximum hp), meaning that drooping the engine rpm down to 1900-1800 rpm does not deliver more power. Also the torque rise decreased down to only 35%. A 5% higher torque rise is key for the higher productivity and fuel efficiency of the 6250R.
- 40 hp additional power (IPM) offers additional versatility to power larger implements and increased pulling performance during demanding transport conditions.



TOTAL TRACTOR EFFICIENCY

	John Deere 6250R	Fendt 828
Rated power	250 hp	280 hp
Total tractor efficiency	85% ¹⁾	80% ²⁾
Maximum drawbar performance	213 hp ¹⁾	224 hp ²⁾

- 56 hp

56HP ARE GETTING LOST IN THE VARIO
800 DRIVETRAIN



ANALYSIS

We see high losses for the Fendt 828 in the drivetrain of 20% resulting in 224 hp at the drawbar comparing to 213 hp for the 6250R which means the 6250R is well fitted to compare against the Fendt 828.

¹⁾ Calculated based on top agrar test 01/2013 ²⁾ DLG/profi test 12/2014



INTERNAL PRODUCT BENCHMARK – MACHINE EQUIPMENT

- Test tractors



- Lemken Diamant Plough (7 Forrow)
- Kröger Agroliner Trailer (2x18 tons)

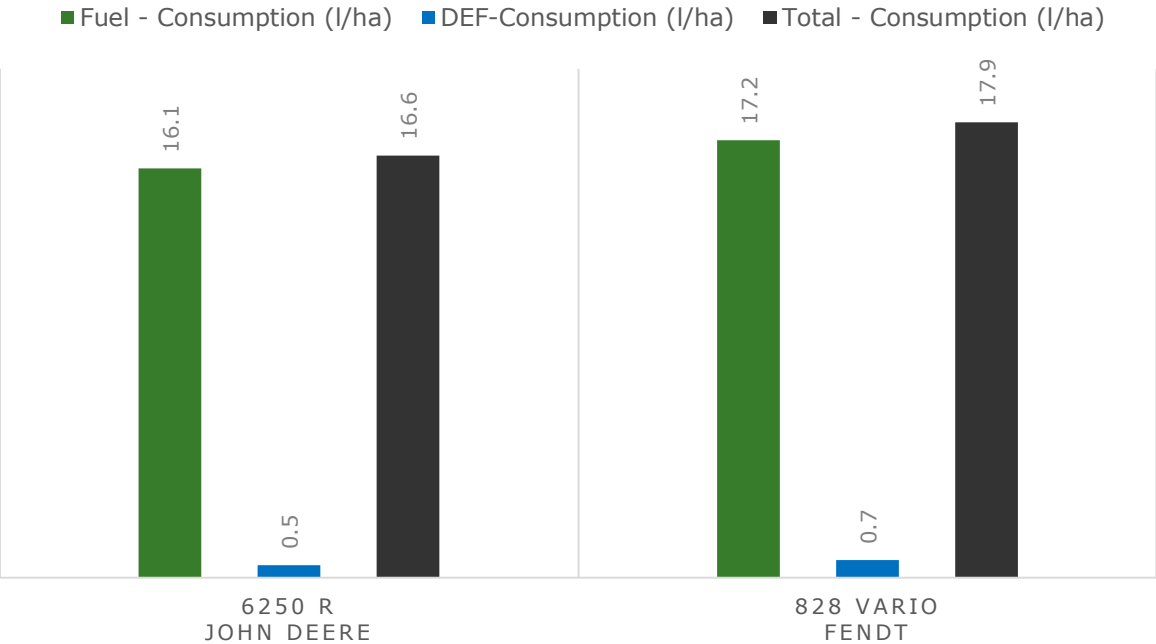


ANALYSIS

Provide valuable and comparable information and PUC facts for positioning John Deere 6250R against Fendt 828.



INTERNAL PRODUCT BENCHMARK—FIELD TEST



	John Deere 6250R	Fendt Vario 828
Productivity (ha/h)	2,5	2,5
Diesel (L/ha)	16.1	17.2
DEF (L/ha)	0.5	0.7
TOTAL FLUID CONSUMPTION	16.6	17.9

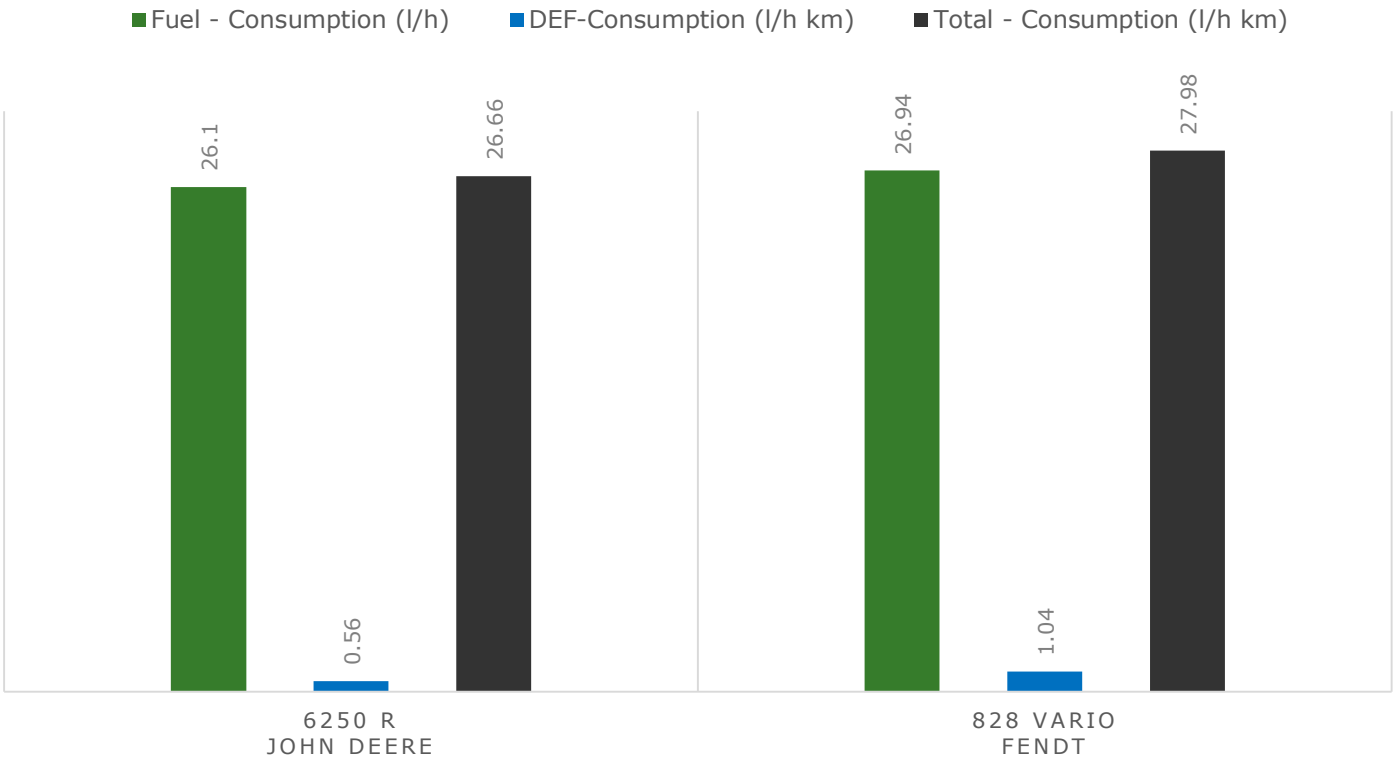
ANALYSIS

- Less fuel consumption same productivity (ha/h)
- When comparing total fluid costs per year (1000 hours field work), John Deere has 922€ less costs on fluid consumption compared to the Fendt 800.

* Based on internal product benchmark
Test area: 1,37 ha per tractor and test run
Tractor settings: Engine→ AUTO mode, transmission→ AUTO mode
Implement: Lemken Diamant 11
Implement Settings: working width→ 4 m, working depth→ 34 cm



INTERNAL PRODUCT BENCHMARK – TRANSPORT



	John Deere 6250R	Fendt Vario 828
Time/ test track	1:05:00	1:06:14
Diesel [l/h]	26.10	26.94
DEF [l/h]	0.56	1.04
TOTAL FLUID CONSUMPTION	26.66	27.98

ANALYSIS

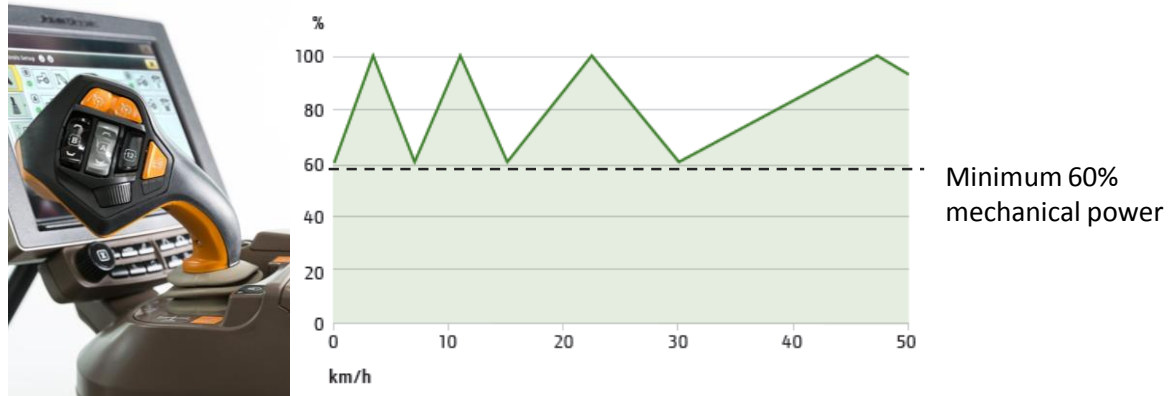
- Less fuel consumption with higher hp when needed (IPM)
- Quicker acceleration compared to Fendt 800 → higher transport productivity in hilly conditions compared to the Fendt 800
- When comparing total fluid costs per year (1000 hours transport), John Deere has 1.227€ less costs on fluid consumption compared to the Fendt 800.

* Based on internal product benchmark
Transport test: 45 km
Tractor settings: Engine → AUTO mode, transmission → AUTO mode
Implement: Kröger Agroliner trailer



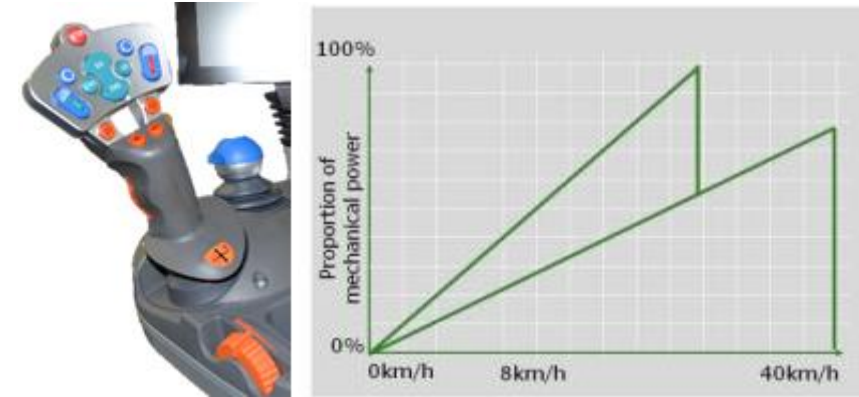
AUTOPOWER™ TRANSMISSION CHARACTERISTICS

John Deere AutoPowr



Four mechanical ranges (3.5/11/22.5/47.2 k)

Fendt Vario



Two mechanical ranges (35 and 60 k)

ANALYSIS

Four ranges with AutoPowr versus two ranges with the Vario:

The John Deere AutoPowr has a high level of mechanical efficiency

Manual shifting of ranges versus automatic shifting of ranges at John Deere AutoPowr:

The manual shifting of ranges shows that the Vario technology is in the meanwhile outdated

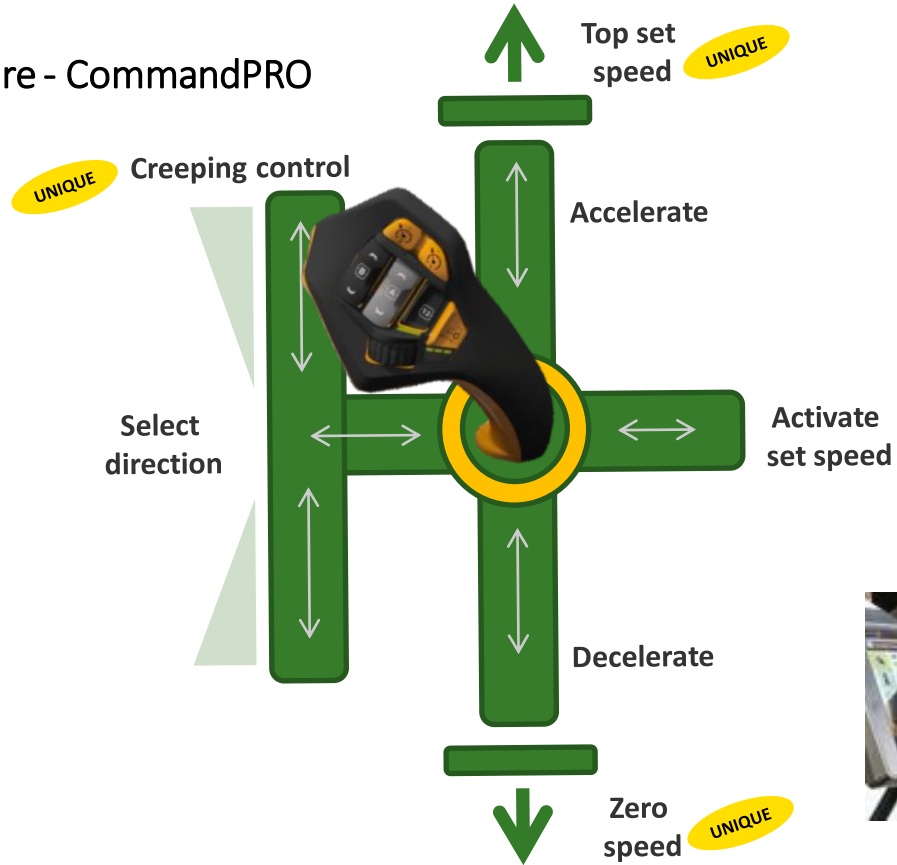


Automatic park lock with the CommandPRO, not available for the Fendt:

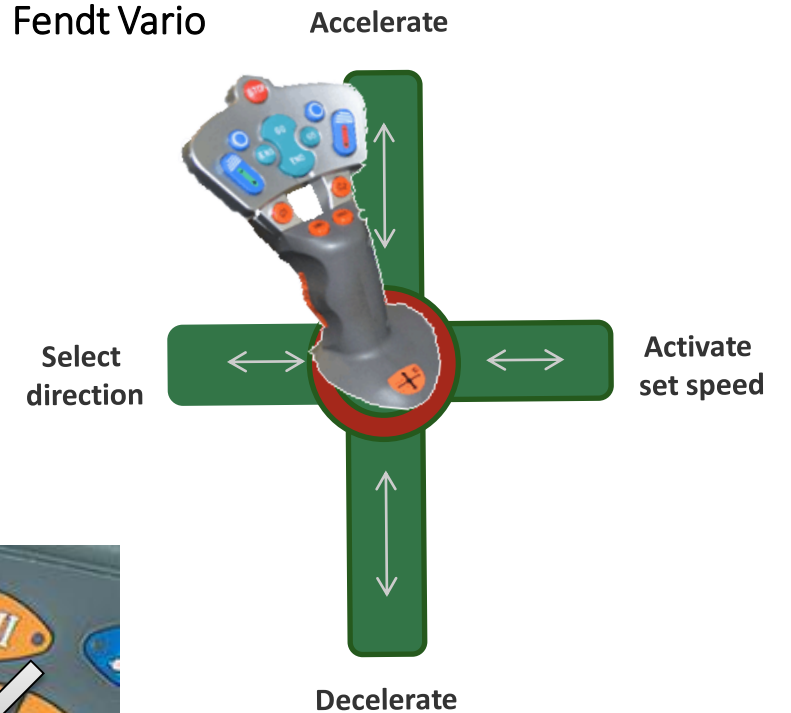
Engages automatically when the driver leaves the seat and disengages automatically when commanding any direction of travel

TRANSMISSION JOYSTICK CONTROL

John Deere - CommandPRO



Fendt Vario



ANALYSIS

- The top speed and zero speed can be reached with one push or pull. Push CommandPRO and experience an unbeatable acceleration.
- The unique **CommandPRO** joystick offers the operator a creeping control for very precise driving situations like attaching implements.
- The joystick and the pedal mode are active at the same time, whereas a Fendt operator has to decide to use either the joystick or the pedal mode.



TRANSMISSION JOYSTICK CONTROL

	John Deere 6250R	Fendt 800
Ground set speed	3	2
Engine set speeds	2	2
Driving range	1	2



ANALYSIS

The CommandPRO has three set speeds versus two for the Fendt. Travel set speeds can be saved only by press and hold. This makes the operation much easier compared to the Fendt set speed change on the display. The CommandPRO has only one driving range for all speeds whereas in the Fendt the operator needs to switch between field and road by pressing a button. Finally, the new CommandPRO joystick is optional so also the known transmission control is available to serve all grower needs.



RECONFIGURABILITY

John Deere CommandPRO

Fendt Vario

Reconfigurable buttons

11

10

Reconfigurability of auto steering activation

Yes

No

Fully reconfigurable electronic joystick

Yes: two axis and five buttons

No: two axis



ANALYSIS

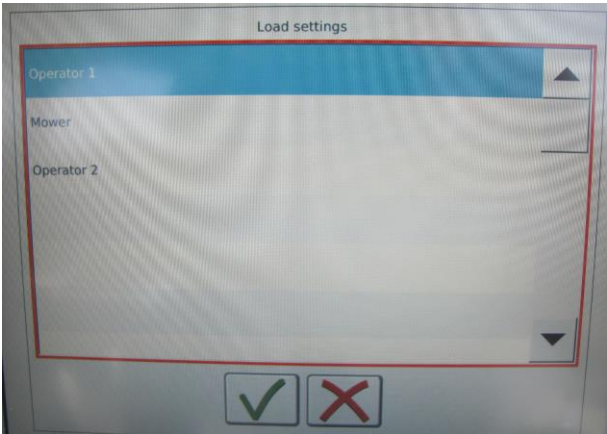
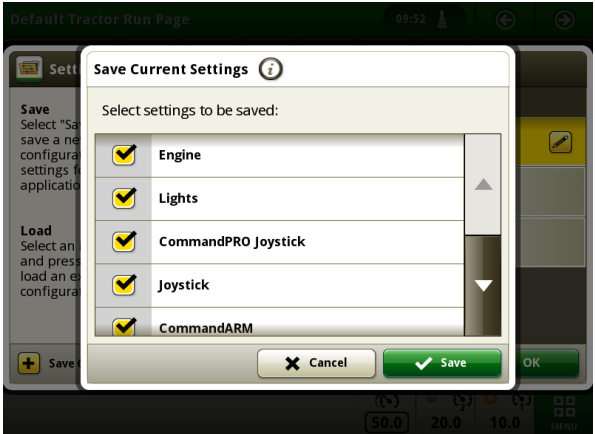
The CommandPRO joystick offers the operator 11 reconfigurable buttons instead of 10 on the Fendt Vario joystick. Additionally, the electronic joystick on the 6R can be reconfigured with functions on the axis and buttons. Full reconfigurability for every driver and every application compared to limited flexibility on the Fendt. This gives the customer possibility of setting all controls up to personal desires.

Reconfigurable buttons, axis and rockers are available for: Engine set speed 1 and 2, front/rear PTO, AutoTrac, iTEC™ system sequences, ISOBUS, selective control valve (SCV) control, front/rear hitch



SAVE - RECONFIGURABILITY

	John Deere Settings Manager	Fendt 828
Store last configuration automatically	Yes	Yes
Display last configuration and settings clearly	Yes	No
Define user profiles	Yes	No
Navigation to all settings via configuration screen	Yes	No



ANALYSIS

- The outstanding John Deere Settings Manager offers an intuitive and easy setup of machine also for untrained operators.
- It is possible to save and recall settings for different operators and for various implements on a farm.
- Less time required for setup of the machine.



PTO

	John Deere 6250R	Fendt 828
PTO Speeds	540/540E/1000 or 540/1000/1000E	540E/1000 or 1000/1000E
PTO shaft replacement	With a simple snap ring	By six nuts



Customer have to decide:
540E/1000 or 1000/1000E
This is for such a versatile tractor just not enough
Profi 12/2014





ANALYSIS

- Large variation in PTO speeds for John Deere tractors enable accurate and efficient PTO drive for all applications.
- John Deere's PTO shaft exchange system is much more simple and requires minimal time for maximum productivity,
- as no bolts need to be removed, just a simple snap ring.



CHASSIS

	John Deere 6250R	Fendt 828
Wheelbase (mm)	2900	2950
Weight (kg)	9300	9520
Frame	Full frame	Partial frame
Front wheel drive	Automatic mechanical front-wheel drive (MFWD) steering angle dependent (15, 20, 25, 30 degrees)	Engage and disengage front wheel drive only at angle of 25 degrees
Differential lock	<div>  <div> <div>AUTO MFWD</div> <div>Disengage Steering Angle</div> <div>  </div> <div> <div>15°</div> <div>20°</div> <div>25°</div> <div>30°</div> <div>OFF</div> </div> </div> </div>	Only one setting (12 degrees) for engage/disengage

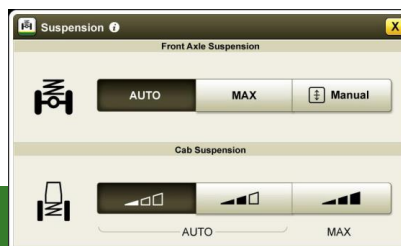
ANALYSIS

- The unique John Deere full-frame design with less tractor weight compared to the Fendt 828 Vario reduces stress and operating noise.
- The full-frame design is the perfect platform for a John Deere front loader or front hitch work.
- The automatic MFWD and auto differential lock engage and disengage at different steering angles, depending on the grower’s programming in the CommandCenter.



CAB AND COMFORT

	John Deere 6250R	Fendt 828
Cab suspension	Adaptive HCS Plus cab suspension can be adjusted to three settings (two AUTO modes and maximum)	Pneumatic 3-point cab suspension without adjustments
Front axle suspension	TLS Plus front axle suspension can also be adapted for application (AUTO, maximum, manual)	Leveling front axle suspension
Cab noise level	71 dBA	77dBA (Profi 12/2014)



ANALYSIS

- The adaptive HCS Plus cab suspension reacts to accelerating and braking forces ensuring a high level of operator efficiency. Additionally, TLS front axle suspension increases comfort and productivity of the tractor (10% more drawbar performance = 25 hp additional usable power).
- 6 dBA less means more than 50% lower ear noise level for the driver which increases overall productivity of the driver during high intensive working periods.



AMS AND DISPLAY

	John Deere 6250R	Fendt 828
Displays	4600 CommandCenter™ display with 32 bit	Fendt Vario terminal with 24 bit
Memory space	32 GB	4 GB
Cameras	Up to 2 cameras	Up to two cameras
Supplier	John Deere's own AMS solutions	Third party for guidance solutions
ISOBUS availability	AutoTrac, ISOBUS, and TIA in base	Optional ISOBUS
Screenshot function	With USB export	Not available

ANALYSIS

- The high-resolution modern touchscreen display provides intuitive and easy adjustments and time savings during day and night.
- The vast memory space of 32 GB means there is no limit to save settings for the tractor, iTEC, or AutoTrac.
- John Deere is leading in AMS technology from AutoTrac to JDLink and all functionalities available on MyJohnDeere.com.



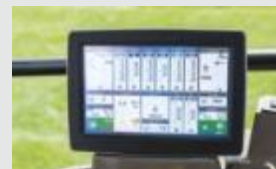
PRICE VALUE – INTEGRATED AUTOTRAC

John Deere 6250R

7 in. display

Total price 3900 €

Includes:
CommandCenter 4100: 0 € (Display and processor)
StarFire antenna: 2,900 € (SF 6000 incl. SF1)
AutoTrac activation: 1,000 €



10 in. display

Total price 5650 €

Includes:
CommandCenter 4600: 1,750 € (Display and processor)
StarFire antenna: 2,900 € (SF 6000 incl. SF1)
AutoTrac activation: 1,000 €



Price difference between 7 in. and 10 in.
Display

1750 €

Fendt 828

Total price 10320 €

Includes:
Version Power Plus



Total price 19200 €

Includes:
Version Profi Plus



8880 €

ANALYSIS

- 7 in. display: John Deere solution 6420 € less than Fendt.
- 10 in. display: John Deere solution 13550 € less than Fendt
- Price difference between 7 in. and 10 in. display: JD solution 7130 € less than Fendt
- Get more for the money → John Deere premium green on green guidance solutions

* Based on 6250R and Fendt 828 product configurator



THE CONTRACTOR SOLUTION

	John Deere 6250R	Fendt 828
Telematics	Included in the first 400 units	Optional
MyJobConnect	Optional	N/A
MyLogistics (navigation)	Optional	N/A
AutoTrac ready	In base	Optional



First tractor with navigation system

ANALYSIS

6250R offers a unique suit of solutions that optimize the contractor operations:

- JDLink: offers endless possibilities in terms of remote diagnostics, repair and operator support with Remote Display Access (RDA)
- MyJobConnect: a digital work order management system designed for contractors
- MyLogistics: the first ag navigation system offered from an ag machinery manufacturer
- AutoTrac: High accuracy for typically contractor tasks such as planting corn, spraying, slurry application, etc ...



MAINTENANCE



	John Deere 6250R	Fendt 828
Engine oil change	750 hours	500 hours
Service costs after 5000 hours	4.017 €*	7.798€*
Display daily service center	Yes	No

ANALYSIS

- For operators it is important that the tractor servicing time is minimal to increase uptime.
- Longer service intervals and lifetime DPF (cost = 0 €) increase uptime and reliability.
- When comparing service costs, John Deere has 3781€ less costs on service items compared to the Fendt 800.
- The daily service center reduces daily service time for required checks without leaving the cab or opening the hood.



*Based on 6215R and Fendt 828 Stage IIIB model

PRICE VALUE – LED LIGHTS

Street lights

John Deere street lights low beam Fendt street lights low beam



John Deere street lights high beam Fendt street lights high beam



Working lights

John Deere 360-degree visibility, Fendt no 360-degree visibility

John Deere working lights front Fendt working lights front



John Deere working lights back Fendt working lights back



John Deere: 20 LED lights

Fendt 16 LED lights

LIST PRICE JOHN DEERE: 3136€
LIST PRICE FENDT: 9335€

FENDT SAYS ... JOHN DEERE ANSWERS

Fendt: ...Performance: 6250R - effective 265 hp vs. 280 hp on Fendt 828

- The 6250R shows a higher productivity and less fuel consumption in field and transport applications – see previous slides

Fendt: ...Joystick with five release buttons and 13 functions

John Deere CommandPRO allows flexible tractor operation and ISOBUS control with 11 buttons depending on implement and driver

- Unique driving concept with outstanding reconfigurable controls supports most efficient iTEC operation
- Faster set up time than Fendt terminal
- More Intuitive operation and menu navigation compared to the Fendt Vario terminal

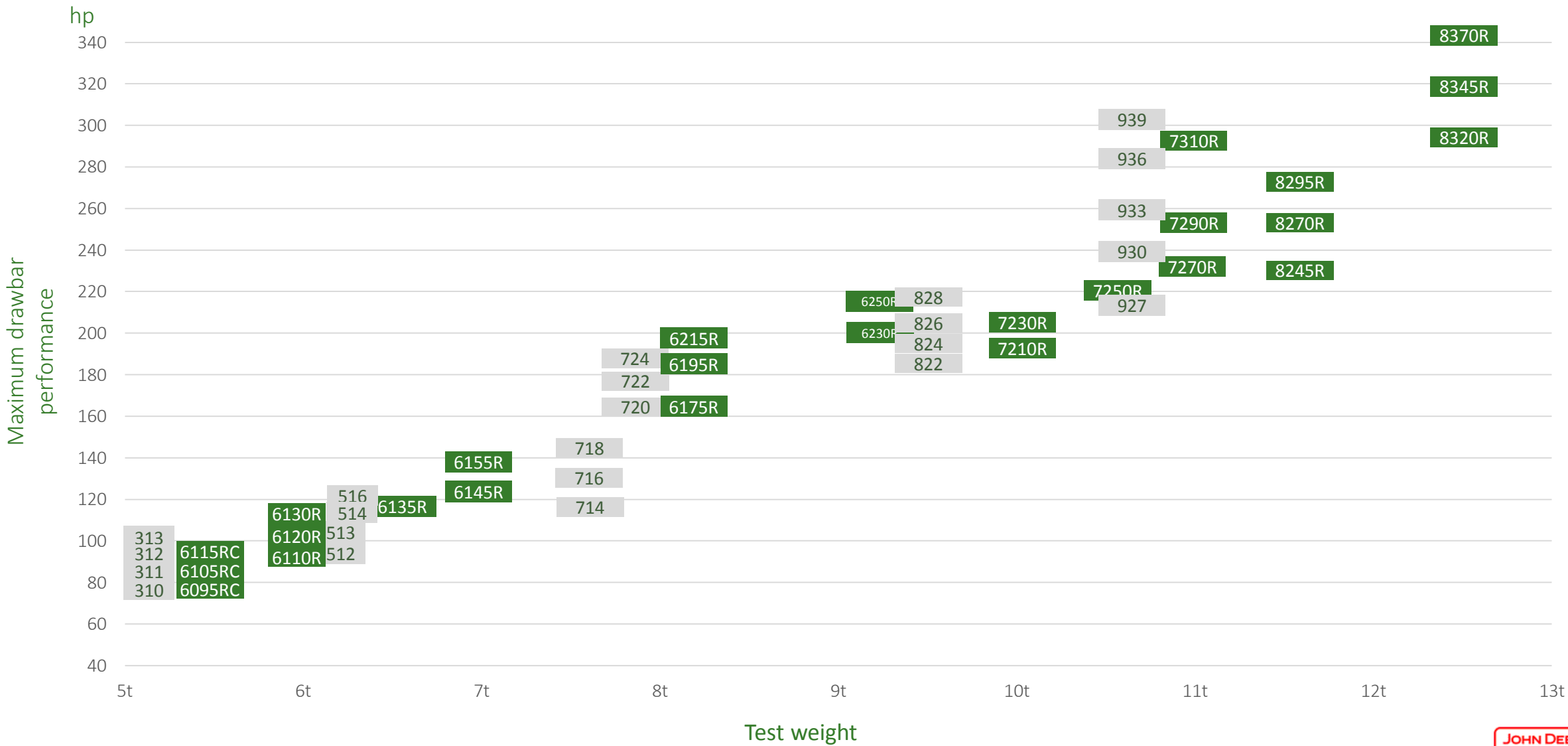
Fendt: ... One terminal strategy with guidance, ISOBUS, documentation, hands-free speaker phone, and camera ...

- John Deere unique Bluetooth premium radio with wipe function display operation, higher comfort compared to 800 Vario
- A broad offer of John Deere telematics and guidance systems with higher precision are fully integrated in the CommandCenter
- Intuitive control of CommandCenter in comparison to Varioterminal 10
- Phone is fully integrated in the CommandCenter display
- Full entertainment capabilities with CommandCenter and Bluetooth radio
- Full ISOBUS integration and easy set up for controls



COMPETITIVE POSITIONING USING MAXIMUM DRAWBAR PULL DATA

Considering most efficient comparable transmissions





JOHN DEERE