

# Parts on demand

Create your own virtual parts counter that's available 24/7.

**MANY MAINTENANCE TASKS** and repairs to farm equipment can be handled on the farm—if you have the necessary parts on hand, that is. Now, with the help of your Massey Ferguson® dealer and AGCO's new Parts on Demand (POD) program, stocking your workshop is easier than ever before.

It's not just convenient, says Jann Everhart, brand marketing manager for AGCO Parts, "it's also cost-efficient, because dealers will help customers determine the right parts to be kept on the farm. This new tool is available for AGCO Parts dealers, so they can work with customers to create a list of commonly used parts specific to the customer's equipment, whether they are older or brand new. That way, customers will have just what they need, when they need it, and they'll know approximately how often to reorder. The process will not only provide customers with what they need one time, but the dealer will be involved to keep customers stocked and ready on an ongoing basis."

To keep everything in one place, Massey Ferguson/AGCO Parts dealers are also offering a new locking cabinet made to store AGCO Parts. And for a limited time, dealers will offer the cabinet at a special price. The more of those specified parts you purchase, up to \$3,000 worth, the bigger the discount on the price of the cabinet.

"There will still be regular maintenance services and repairs that will need to be performed by the dealer's trained technicians," adds Everhart, "but farmers are pretty self-sufficient, and there's a whole range of parts they can easily replace on their own. So, why not keep those parts on their farm? And because those parts are genuine AGCO Parts, you can be certain of their quality and reliability."

"We're trying to make sure our customers have the best in parts at any hour of day or night," continues Everhart. "We want to provide that extra level of support so they have what they need to keep their machines in the field. The bottom line is that this is a great way to maximize uptime." —Richard Banks

*Kyle Goforth, field service mechanic at Atlantic & Southern Equipment in Tifton, Ga., stocks a POD cabinet, which is available at a special price for a limited time.*

