

# getting started

## technology

### THE ELECTRIC-DRIVE CONCEPT ///

It's not science fiction. In its quest to increase productivity and improve fuel efficiency, AGCO Corporation has developed an electric-drive concept vehicle that was first revealed to the public at the 2010 AG CONNECT Expo. Now after a summer of field testing, that same front-entry RoGator® 1386 high-clearance crop sprayer, which serves as the test-bed for AGCO electric-drive systems, could prove to be the first generation of many to use this new technology.

"After we finish the test period this fall, we'll make the decision on whether to proceed with a second-generation RoGator or apply the concept to other machines," says Rich Hale, director of engineering at AGCO's Jackson, Minn., manufacturing facility.

Initial tests have already shown that, when compared to hydrostatic drive systems, an electric wheel motor propulsion system can provide up to 36% higher torque, 35% stronger pulling force, 6% more horsepower and 20% better fuel efficiency. "Beyond the efficiency, though, is the controllability of an electric-drive system, which is far more precise than the hydrostatic drive systems we have today," Hale continues. "So we first want to look at applications where precise speed control and frequent direction changes are involved."

In the meantime, Hale says AGCO Engineering is looking at electric drives as a way to gain efficiency on other components, as well as regeneration systems that would capture the energy currently being lost when engine braking occurs. "Right now, when a machine slows or stops, that energy goes into heat and is wasted," Hale explains. "What we would like to do is capture that energy, store it in a battery or some type of accumulator, and apply it back into the system as the unit accelerates."

"It's just one more example," he concludes, "of the efforts AGCO makes to explore and deliver new technologies to the marketplace."



## Connect With AGCO Online

Launched earlier this year, the AGCO Blog ([blog.AGCOcorp.com](http://blog.AGCOcorp.com)) offers scores of informative articles to help you stay up to date about ag-industry innovations and other news from around the world. In one recent 3-day period, the AGCO blogging team posted video of the new Gleaner Super Seven, tips on the best way to rake hay, and information about the company's latest video contest.

The blog is just one way AGCO stays connected with its customers. The company also offers a Facebook page, posts the latest news on Twitter, and hosts AGCOchats, which are web-based Q&As with AGCO product specialists. You can link to AGCOchats, and all other AGCO social media sites from the company's blog.

"AGCO is excited to connect with customers via social media, such as Facebook, YouTube, Twitter, and now AGCO's new blog," says Sue Otten, director of corporate communications and brand communications worldwide. "We know keeping in touch is good for both our customers and our business."

Coming soon: AGCO will host guest bloggers and continue to offer video and photo contests on its Facebook page, including its wildly popular "Deck the Farm" competition to award the best Christmas-decorated farm. Look for details in mid-November.

In the meantime, we invite you to "like" us on Facebook, "follow" us on Twitter, and subscribe to the AGCO blog and our YouTube channel. They're all great ways for our customers to stay informed on new product info and industry news, as well as learn farming tips and connect with others interested in agriculture around the world.

### Get Social

Visit AGCO's social media sites at:

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