



Making *the* Switch

*These AGCO dealers insist—and their customers agree—that changes in color have little effect, as long as **equipment quality and customer service** remain the **foundation**.*

WITH DEALERSHIPS IN Durand, Galesburg and Carthage, Ill., A.C. McCartney Farm Equipment, Inc., handles a full line of products, including AGCO and Massey Ferguson. “We actually took on the Massey Ferguson line about 10 years ago, and started transitioning our customers 2 to 3 years ago,” says Woody McCartney, whose father, Allen “A.C.” McCartney, started the business in 1950 with Allis-Chalmers as the anchor brand. “We could begin to see the handwriting on the wall, so we’ve been selling both brands off the lot for quite some time.”

As a result, he says sales of AGCO and

Massey Ferguson tractors have been about 50/50 for the past couple of years.

“I don’t know if it’s the color, the wider variety of products or the brand’s long history, but it seems like it’s easier to sell a Massey Ferguson tractor to someone who has had red or green tractors in the past than it is to sell them an AGCO model,” McCartney relates.

“Then again, I haven’t seen much resistance to the Massey Ferguson tractor from our long-term customers. If we can only have one tractor line,” he concludes. “I think Massey Ferguson offers our customers the most history and product diversity.”

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