



Backyard Beasts

A partnership between Massey Ferguson® and Briggs & Stratton offers rugged, reliable lawn and garden tractors, as well as zero-turn mowers.

IT MAY BE ONE OF THE BEST KEPT SECRETS IN THE INDUSTRY, but many Massey Ferguson dealers offer a lot more than quality agricultural equipment. Many also sell a full line of lawn and garden tractors and zero-turn mowers for the rural lifestyle market.

“What a lot of customers don’t realize,” says Warren Morris, AGCO tactical marketing manager for tractors under 150 HP, “is that we have an agreement with Briggs & Stratton Power Products Group that offers an extension of our lawn care product line. Many of our dealers sell five different zero-turn mower series and four additional lawn tractor series that are marketed under the Massey Ferguson brand name.

“They are,” continues Morris, “as dependable and comfortable as the Massey Ferguson name would suggest. Featuring all-steel construction, welded frames, high-performance V-Twin engines and easy-to-operate hydrostatic transmissions, they’re built for rugged, reliable performance.”

Dick Felder, director of licensed brand sales, North America, Briggs & Stratton, Inc., says consumers would indeed be hard-pressed to find a lawn tractor as well built as their Massey Ferguson line at such a competitive price.

“Thanks to our factory efficiency and production volume, we can match or beat

the price on virtually every mower that is comparably equipped,” he says.

“The same goes for features. All but the lowest priced model, for example, feature a fabricated steel mower deck with a limited lifetime warranty, for lasting dependability.”

Other available features, depending on the lawn or yard tractor series, include automatic controlled traction for year-round performance; power steering and cruise control for reduced fatigue; and an electric PTO for attachments and height-of-cut adjustment.

“Customers are equally surprised at the price and features on the zero-turn mowers, which start at just \$2,999,” Felder adds. “Yet, they still get a fabricated steel mower deck with a lifetime warranty, a rugged steel frame and 13 to 15 possible height-of-cut positions.

“Several models are even classified as professional-grade mowers and carry a professional warranty of four years or 500 hours—whichever comes first—with unlimited hours during the first two years,” he adds. “Yet, customers can buy a 27-HP Massey Ferguson professional model with a 61-inch fabricated deck for \$6,999, compared to \$8,000 to \$10,000 for a comparable model from other companies.”

For more information on the full line of lawn and garden tractors and zero-turn mowers, see your participating Massey Ferguson dealer or log on to www.masseylawn.com. Currently, Briggs & Stratton works with about 170 Massey Ferguson dealers who participate in the program. —Tharran E. Gaines