

# LAVERDA

# WORLD

The harvesting specialist's journal



## *The stars and stripes combine*

*Result of technological synergies between Agco and Laverda, ML 800 ARS is the top-notch combine for the European market*

THE GOAL:  
FIVE-THOUSAND  
MACHINES  
MANUFACTURED

page 3

SPACCINI'S  
RECORD  
PERFORMANCE

page 4

CANALE ITALIA,  
TWELVE EPISODES  
ABOUT THE "REDS"

page 5

FRANCE, OVER  
THREE-THOUSAND  
FLOCK TO THE  
DAVID FAIR

page 6

WINTER  
MAINTENANCE  
FOR YOUR  
COMBINE

page 12



# Laverda goes against the trend and forecasts three years of development

*2008 should close with a 20% increase  
while 2009 will be the year of consolidation*

When we presented our top-notch combine, the ML 800 ARS, hard at work in the fields since last July, we tried to synthesise our corporate strategy in a slogan: "Laverda's on-going growth towards ever more ambitious goals".

Only a few weeks have passed since that event, but what's happened to the world economy meanwhile makes it all seem very long ago. The financial crisis now involves the whole planet and there's a slump in the main economies of the globe. In our specific sector, the low prices of agricultural produce add to the sense of uncertainty. But despite all this, the foundations on which Laverda's growth is based have not changed and we're convinced that we can face the future with optimism, while maintaining the right dose of caution dictated by the corporate philosophy that has always guided our company's new course of action. The substantial motivations that led to the growth of the market remain valid, since the changing dietary habits of the developing countries and the increasingly more widespread use of renewable energy and fuels of vegetable origin are a matter of fact.

Growing consumption of meat and milk by-products in countries like China, just to mention the more remarkable example, is a lasting phenomenon that will not be affected by the current economic crisis, as the momentary drop in the price of oil will not change the strategic motivations that encourage the development of other energy sources.

On the other hand, certain effects of the economic crisis are creating indirectly positive consequences that assist our growth. The dollar has gained ground in relation to the euro and this has opened up markets that were hitherto precluded owing to the unfavourable rate of exchange. The lower demand for raw materials is putting the brakes on the race to increase prices that

characterized 2008. Meanwhile, the critical situation concerning the availability of certain components that unfortunately occurred during the past few months is easing up. In Laverda's specific case, there's also been a positive return from the joint-venture agreement reached between the Argo group and the Agco group. The commercial strength of the world's third most important group in our particular sector has showed its worth with an increase in the number of machines manufactured under the Massey Ferguson, Fendt and Challenger brands that has exceeded the growth of the markets.

All this allows us to face the future in a positive way and to fully confirm our development prospects. Our expectations concerning the 2008 forecasts are being confirmed and we are confident that Laverda's turnover will mark a 20% increase compared to last year.

The standing we have acquired on the market will certainly become consolidated in 2009 and there

may be room for more growth if we are able to grasp the opportunities we're offered. Opportunities that are due to the increasingly better reputation that the Breganze products have acquired when it comes to reliability, low maintenance costs and excellent efficiency. The forecast for the next three-year period points towards further growth. So much so, we can trust in a continual process of investments directed towards product development and to completing the range, but also dedicated to modernizing the manufacturing processes so as to increase our production capacity and create machines with an ever higher quality level. The Breganze plant is destined to become a centre of excellence for combine harvesters and tangible signs of this continual improvement can be witnessed each day.

In short, I firmly believe in Laverda's growth and development process and feel that truly ambitious goals can be achieved with the contribution of you all.



Mario Scapin  
director general



The harvesting specialist's journal

Year VIII, N° 2, October 2008  
Quarterly periodical  
Registered with the Court of Vicenza  
N° 1017 of 5 March 2002

publishing management  
**Mario Scapin**  
**Angelo Benedetti**  
**Simonetta Lambrocco**

director in charge  
**Claudio Strati**

art work  
**Andrea Rosset**  
**Piergiorgio Laverda**

the following persons  
collaborated:

**Aneliya Kaneva**  
sales manager  
Opticom Ltd Bulgaria

**Flaviano Novello**  
warranty management

**Piergiorgio Laverda**  
curator of the "Pietro Laverda"  
Historic Archive

photographs  
**Archivio Laverda spa**

© by Laverda spa  
36042 Breganze (VI) Italy  
via F. Laverda, 15/17  
tel. +39.0445.385311  
fax +39.0445.873355  
www.laverdaworld.com  
info@laverdaworld.com

Printed by  
**G.N.G.**  
Via Galvani, 58 - 36066  
Sandrigo (VI)

Literary rights reserved. Articles and pictures may only be duplicated if source is cited.

**To all journal subscribers**

PRIVACY STATEMENT AS PER ART. 13 OF DEGREE LAW D.LGS. 30.6.003, N° 196  
Your identification data have been acquired by Laverda S.p.A. from either you yourselves or from public lists and registers, thus from documents accessible to anyone, for our marketing activities in the future.  
Laverda S.p.A. will deal with these data on paper and/or by computerized or telematic media. The information will solely be used in our company or by auxiliary bodies authorized by our company for postal purposes, in relation to our need to acquire new customers by sending commercial proposals, also in the future.  
Laverda S.p.A. guarantees that the data will be treated in the most confidential way and that, upon your request, your data may be cancelled (or corrected) from our archives free of charge. You are therefore entitled to exercise all the rights established by art. 7 of Decree Law d.lgs N° 196/003 and in particular, to wholly or partly refuse to allow the data to be used.

# The new trend after the “five-thousand” turning point

*This is the number of combines produced since July 2000, when the Breganze plant's re-launching process began*

A prestigious goal was achieved by Laverda when, on 29 July 2008, a historic date for the Breganze company's "new trend", our company celebrated the 5,000<sup>th</sup> combine harvester to have left the plant since July 2000. The five-thousandth machine, an M 304 SP model, was proudly exhibited in front of the corporate museum where all the employees took part in the celebrations and insisted on a group photo with the protagonist of the day before toasting the event.

The managing director, Mario Scapin, thanked all the workers who had contributed to this important result and declared that "this success is the fruit of everyone's heartfelt involvement and active participation in the Laverda project".

After the excellent conclusion of 2007, during which over 810 machines were produced and placed on the market, a further 20% growth is estimated for 2008 thanks to the favourable conditions of the economic phase. The Italian market is on the upswing thanks to the encouraging trend in the self-leveling combine segment while, as Scapin pointed out, we're obtaining lots of satisfaction from France, Romania, Bulgaria, Greece and Serbia.

The innovative drive that characterized the new M Special Power Series was essential when it came to achieving our target of five-thousand machines produced. This particular combine, with the exclusive "Laverda" system (GSAX, PFR, MCS Plus, Commodore Cab) plus its modern, attractive design, certainly attracted the customers' attention in a

decisive way.

"Our output should have no difficulty in exceeding one-thousand machines produced by the end of 2008," added Roberto Zuech, the production, supply-chain and computer systems manager. "These production statistics have been achieved thanks to a 15% increase in our staff members and to the increasingly better way in which the manufacturing departments are organized". Zuech also reminded everyone how 2009 will require even greater commitment.

There was a light-hearted interlude when a special poem was read. It had been written by a dedicated employee way back in 1971, to celebrate the five-thousandth M 120 then produced in Laverda.

Once the formal part had concluded, the festivities continued cheerfully with music, finger food and the good wine of Breganze.

Simonetta Lambrocco



Simonetta Lambrocco  
communication and  
public relations manager

## The 5000<sup>th</sup> Laverda M120 combine

*Questa sera sono arrivata  
la vostra 5000ma M120  
tanto desiderata  
tutti mi avete migliorata*

*Son fatta per grano -  
riso -  
semenzine  
che son più che sopraffine*

*Le mie sorelle sono andate per il mondo sconfinato  
perfino il riso del Giappone  
hanno trebbiato*

*Il granturco dell'Olanda, i legumi di Caserta,  
l'erba medica in Val Padana  
non è una cosa strana*

*Tutti lo sanno  
la mietitrebbia non fa danno,  
solo produzione  
orgoglio degli Operai,  
di Laverda  
e della Nazione*

*Però un anno fa,  
è nata una mia sorella  
Laverda anche quella*

*M150 l'han chiamata  
ammiraglia  
il pubblico l'ha nominata  
guardatela,  
da tutti può essere lodata  
sia per produzione,  
che per perfezione*

*Scusate questa lunga cantilena  
questa sera  
anche per me  
grano duro e pan d'oro per cena*

Tiziano Gardellin, 23 February 1971



## Spaccini's record performance

*As many as fifteen new combines sold during the newly concluded sales campaign of Laverda's Todi dealer*

After a few years of crisis, the market of harvesting machines is certainly on the upswing, as testified by the recently concluded 2007/2008 sales campaign. Otello Spaccini, Laverda's dealer of Todi (Perugia), is really satisfied. "The past few years have been difficult owing to the drop in the price of grain products, but this campaign has been very comforting. We have placed as many as eight combines for flat ground and seven self-leveling models in our area, thus a total fifteen new machines consigned. A true record".

Otello Spaccini dreamed of establishing his own business when he was just a boy. Once he'd finished his school education, he started work as a mechanic in a workshop where farm machinery and trucks were repaired and where he was able to acquire a significant amount of technical experience.

Extremely resolute and with remarkable business acumen, Spaccini thus decided to start off on his own. "About a year after I started up my business, I had to stop, because I was called up for military service. But when I came back, I really put my heart into the work and began to build a workshop and offices about a year later, in the Pantalla district of Todi, along the E 45 Orte – Ravenna motorway. Within a very short while, my dream turned into reality".

Otello Spaccini's business really got going fast.

His excellent logistic decisions, skills and entrepreneurial far-sightedness were the driving force behind the development.

"I had already begun marketing second-hand implements and tractors in 1981," re-

members the Umbrian business-man, and I went on to add new equipment, especially Pegoraro soil cultivating implements. These machines allowed us to acquire market shares that exceeded our brightest expectations".

The enterprise continued to grow. It acquired other brands to market, Zetor and Goldoni tractors, and began selling new tractors. After a few years, it started dealing with the Pasquali, McCormick and Valtra brands, which took over from the other two.

But perhaps the most important turning point occurred in 2001.

"During that crucial year, the business set out on a completely new venture when we started to market Laverda harvesting machines," explains Spaccini. "My company proved that it was able to work with dedication, competence and professional skill, and we were given an award for having achieved a 46% share of the market!"

A remarkable success that, according to Otello Spaccini, was also due to excellent team work. When it comes to the development of his business, he remembers the fundamental role played by his close assistants, Gianni Fornetti and Giampietro Foschini, who've been with him for as long as 25 years. "Certainly, we must also thank the Laverda team, which contributed towards our success and shares the professional satisfaction with us".

But which, in the Umbrian entrepreneur's opinion, are the salient features of the business?

"Especially the assistance we and the associated out-sourced workshops provide," Spaccini replies. "Then there's our efficient spare



parts store, our promptness and correct attitude with the customers. During the harvesting period, we're on call on a round-the-clock basis. We also keep a very watchful eye on the evolution of the sector. But I make no secret of the fact that one of the reasons for our success is our ability to dialogue with the farmers and farm-contractors, so as to identify the problems that afflict their work. I also run a farm myself, so I'm perfectly familiar with the business."

### Umbria, farming formed by happy niches

Umbrian agriculture includes wine and oil, where high quality products are proposed. Truffles are another product typical of this area, the most famous being the black variety of Norcia. Pig breeding is the most highly developed form of animal husbandry, while the pasture-farming that once took place in the mountain areas is now disappearing. Use of timber is well entrenched thanks to the woodland areas. Rural tourism and organic farming have enjoyed considerable development.

Herbaceous crops are of primary importance in the farming economy of the region and cover more than 300,000 hectares. Calculated according to the basic prices, industrial crops (especially rape, sunflower, sugar beet, soybeans and tobacco) account for about 13% of the value of the region's agricultural produce. When it comes to area, they cover an overall 34,731 hectares: sunflower accounts for 21,372 ha, tobacco 8,618, sugar beet 4,581, rape 80 and soybeans 80. As a whole, the forage crops (temporary and permanent) cover an area amounting to some 135,000 hectares and represent 3.5% of the regional production value.





## An agricultural rendezvous in Guise, France

*Three-thousand and three-hundred visitors at David's maxi-exhibition of an astounding five-hundred agricultural machines, with the "reds" in the forefront*

Three-thousand and three-hundred visitors flocked to Guise for the second regional trade show, held in June and organized by the David enterprise in its premises. The large number of participants were able to admire a truly exceptional array of agricultural machinery, with as many as 215 new machines and 250 second-hand ones.

Three of Laverda's combine harvesters were at the forefront, along with many tractors and lots of different machines and implements of other types and brands.

The aim of David's executives, Benoit and Laurence David, and Eric and Christine Lambelin, was simple: they wanted the event to be even better than the one held in 2006, when the first regional trade show took place. They were successful and the farming community came out in force despite the uncertain weather, particularly Friday when it rained all day. The visitors were able to appreciate the excellent way the event was organized, with the participation of the entire David team.

Often accompanied by their families, the visitors could choose from a variety of options. There was a well organized market of

gastronomic specialities and handicrafts, an area where they could test drive the tractors, while anyone who wished could even go on a pleasure flight in a helicopter.

The children had fun jumping and bouncing on inflatable castles, driving around on quad bikes or at the stables, either riding or

making friends with the ponies.

"All David's team members wish to thank the suppliers who contributed towards the success of this event," declared Benoit David, "particularly those who took an active part, like Laverda. The next appointment with the third show is in two years time."



## A century of corporate history, generation by generation

The David enterprise traces its roots back to far-off 1911, almost a century ago, when Léon David started business in Iron, in the Aisne district. Nine years later, in 1920, he received his first load of binders. The business developed and, in 1930, it was Léon's son Raymond David who took over its management. The company moved to another headquarters, still in Iron, and consigned its first tractor in 1932.

Thirty years later, in 1960, the company moved to Guise, with its headquarters in place Louis Meurice: the number of customers had grown rapidly, especially thanks to an extremely reliable after-sales service.

Sons Francois and Alain were very young when they started work in the family business in 1968. They were the driving force behind a new phase of development which, in 1973, culminated in the acquisition of the Colau plant at Aulnoye-Aymeries, in the North.

It was Alain David who guaranteed the development of this enterprise of long tradition and widely appreciated in the farming sphere for its competence and serious way of doing business.

Meanwhile, in 1984, David left the town centre of Guise and moved to ultra-modern premises that were easier for the farmers to reach. The new headquarters were inaugurated in February 1985 at the same time as a new type of retail outlet, called "self-service" was launched.

Another "self-service" centre was also opened in May, at Aulnoye-Aymeries. And on the first of December of that same year, Colau also became part of the parent company and took on the name of David.

It was 1986 when the fourth generation started work in the company, with Benoit and Laurence David, and Eric and Christine Lambelin. These were years of great developments: the agricultural division of GBR

in Saint Quentin et Ribemont was re-acquired in 1987, while the Ribemont premises was inaugurated in 1988.

An important corporate re-organization process took place a few years later, in 1993, so as to face the risks in the agricultural market.

True to its plans to enlarge the sector, David opened a new branch in Laon in 1999.

The fifth branch opened its doors in Bertry in 2003, while the very next year, the Laon branch moved to a new, very modern building. 2004 was also the year in which the new headquarters was inaugurated in Guise, the town that hosted the first regional agricultural trade fair two years later, in 2006.



# The man with **his eye on the world**

*Interview with Andrea Ugatti, the foreign sales manager:  
"It's time to concentrate even more on Europe"*

Laverda World periodically presents the men and women of Laverda and explains their roles in the company. This time, it's the turn of our foreign sales manager, Andrea Ugatti, who's been working with us for over two years.

**Andrea, can you tell us something about yourself?**

"I obtained a degree in Economics and Commerce at the University of Bologna in June 1995 and in the December of that year I began nine-month's practical training in foreign and international trade promoted by the Foreign Trade Institute and Assindustria of Bologna. I live in Ferrara, have been married since '97 and have two daughters".

**When and where did you first begin work?**

"My first job was for an important Bolognese manufacturer of ice-cream machines in Russia, where I lived for six months".

**And then?**

"After I returned to Italy, I turned my hand to various jobs in different sectors. My first encounter with the agricultural machinery industry dates back to 2003, when I was employed by the Argo Industrial Group as export area manager for Landini and McCormick".

**A sector, that of agricultural machinery, that you're very keen on.**

"In actual fact, I am. After three years of dealing with the sale of agricultural tractors, I've been Laverda's foreign sales manager since September 2006. An extremely stimulating experience in an orderly and well organized company that facilitates the task of someone like me, who deals with the market for fifty percent of his time. Since 2000, Laverda

has had to rebuild a world-wide dealer network that now comprises 96 dealers who work in 35 different countries. I immediately dedicated my attention in a specific way to strengthening and enlarging Laverda's network in Central Europe and the Baltic States. I must confess that I've also had a lot of satisfaction".

**What do you think of the markets today?**

"The favourable economic situation enjoyed by the agricultural sector in 2008 has allowed Laverda to acquire larger portions of the market, especially in countries like Bulgaria, Romania, Serbia and Greece, where the increase in volumes has been particularly accentuated. There are positive prospects for the future. And it's thinking of the future and how essential it is to safeguard our markets alongside our importers and dealers, that we decided to recruit a new area manager for overseas. His name is Davide Martini and through him, we intend to concentrate our efforts to an even further extent in the markets of North Europe, Central Europe and East Europe, where Laverda can count on a growing sales network".

**Enthusiasm, development projects, a watchful eye on the markets, a really exciting prospect: my compliments! Thanks Andrea.**

Simonetta Lambrocco



Andrea Ugatti, on the right, with Davide Martini.

## Martini, right hand man for the European markets

Not yet thirty, a resident of Schio, area manager Davide Martini came to Laverda, as one of the staff members of foreign sales manager Andrea Ugatti, to improve the Breganze company's penetration in the European markets.

After attending grammar school, Martini then went to University and obtained a degree in Economics and Commerce. Since 2004, he has worked for Diesel spa, first as project manager and manager of special projects, where he dealt with their technological and logistics aspects, and then in the business development and market analysis sphere, where he dedicated his attention to brand development projects.

After a year with Valex spa, with the same tasks and where he managed the sales network for Italy, Martini was recruited by Laverda as export area manager.

Member of the Association of graduates in Economics and Commerce of Verona, Davide Martini loves to travel and is an ardent reader. He does a lot of sport in his leisure time, especially swimming and jogging, as well as working out in the gym.

## Bulgaria, Opticom presents the machines

*Practical demonstrations of Landini tractors and Laverda combines in the Pavlikeni region: great interest in the 296 LCS*

Last July, Opticom organized a demo day for the machines at work, an event that was extremely successful. Over 200 visitors flocked to the venue in the Pavlikeni region of central-northern Bulgaria.

All the customers from northern Bulgaria were invited and Laverda's local dealers moved to the spot. Representatives from the television networks, the specialized press and journalists from the specialized Internet media also took part.

The event began with a brief introductory speech from Veselin Genev, followed by official greetings from the mayor of Pavlikeni. Engineer Delchev presented each machine as it worked in the fields, describing its technical specifications and functional advantages.

Besides the various Landini tractors, including the "veteran" Legend 145, one of the first tractors sold by Opticom in 2000, and implements of different brands, like seed drills, harrows, ploughs and sprayers, the on-lookers' attention particularly focused on Laverda's 296 LCS combine.

All the machines proved highly efficient and efficaciously worked the hard and difficult soil.

After the demo, the guests were able to personally try out the machines

and implements, ask for explanations and exchange opinions with Opticom's staff members.

An excellent barbecue with all kinds of drinks was a successful climax to the event and each participant was presented with promotional materials.

Aneliya Kaneva



## Chavdarov, young Bulgarian farmer, satisfied with his new 225 REV

Ivan Chavdarov, 32 years of age, owns a farm he runs as a family business along with his father and wife in the town of Boyadzik, in the Yambol region of south-east Bulgaria.

Chavdarov cultivates an area amounting to 300 hectares, where he mainly grows wheat, barley, rape (on 150 ha) and sunflower (on the other 150 ha). 1.2 ha of the enterprise is built up and has its own storehouse. In 2008, the Bulgarian entrepreneur purchased a new Laverda 225 REV combine with a 5.40 meter cutting bar thanks to contributions from the European programs that provide aid for young farmers in Bulgaria.

Now that the campaign has terminated, Chavdarov voices an extremely positive opinion. "The machine always worked well," explained the thirty-two year old farmer "and provided an optimum performance, with an excellent quality product and really low fuel consumption. There were no problems of any kind. With Laverda, the 2008 season was a truly satisfactory experience".



# The new **Italo-American gem**

Laverda's new ML 800 ARS Advanced Rotor System combine has taken the market by storm with record-breaking technical specifications and pioneering characteristics. Result of the union and technological synergies developed by Laverda and Agco, the machine was designed for large farms and farm-contractors who demand reliability and all-purpose use combined with a strong increase in productivity.

ML 800 ARS thus becomes part of the already vast range of conventional Laverda machines (the M Series, LCS Series, REV Series, Self-Levelling Series): a ground-breaking solution plus, as always, the quality of Laverda's sales and assistance organization.

## Outstanding features

ML 800 ARS has the largest rotor in the sector. It's 800 millimetres in diameter, 3,560 mm in length and is fed by a chute 1,420 millimetres in width with propeller blades. The biggest rotor on the market possesses all the necessary credentials for high-efficiency threshing, since there's a generously sized threshing area and a large surface where the grain is delicately separated. Divided into nine sections, the concave features an exclusive design and patented parallel articulation: it is regulated straight from the cab by means of the Managing Console GTA II.

The 7.6 or 9.1 meter cutting table feeds the crop evenly at an optimum speed, an essential factor if the powerful rotor is to be filled in a uniform way and for guaranteeing the very highest productivity (efficiency increase by over 73% when rape is processed).

A guaranteed constant flow of crop towards the rotor ensures high performance and unprecedented efficiency. The fastest discharging capacity on the market provides a record-breaking 160 litres per second. This speeds up the time it takes to discharge, time that can be dedicated to threshing, thus increasing the productivity to an even further extent.

The main tank with its 12,500 litre capacity is the largest on the market. So much so, the machine is able to

continue working with much longer intervals between one discharging operation and the next.

Just 77 seconds are all that's needed to completely empty the tank. A single long-range auger (it extends 7.4 metres from the centre of the machine and reaches a 4.34 metre discharge height) makes discharging into trucks and large trailers much easier. The further advantage is that the whole system is more reliable (a single auger means that there are fewer moving parts, thus less wear). Lastly, the cab is also a record breaker: it's the widest in circulation because better work conditions also improve productivity.

## Comfort and technology on board

3.44 metres of living space in the cab stands for real record-breaking comfort that becomes even more evident thanks to all-round visibility and excellent lighting. The linings are soundproofing, the window glass tinted, and the CAN Bus - ISO Bus communications system used.

The 10.5 inch touch screen colour display allows you to monitor and regulate the functions of the combine from a single screen, with a simple and intuitive layout that's easy to read both during the day and night. The SD card has a large capacity memory and does not require a specific reader. The Auto-Guide function provides a further automation: using a GPS steering system, Auto-Guide



takes control of the steering function and allows you to increase your productivity (more hectares/hour), reduce your fuel consumption and improve your accuracy (no overlaps or missed runs) regardless of your skill. All this takes the hard work out of using the machine, thus allowing you to carry on for much longer.

## A real country flavour, that's Laverda's 2009 calendar

True to tradition, November is the month in which Laverda presents its new year's calendar to the public.

So what will be 2009 Laverda calendar be like?

After the years dedicated to pure and simple pictures of machines at work in lovely settings, to historic images or a more innovative and original hi-tech style, or like the 2008 version with its tendency towards pop-art, next year Laverda is proposing a rather countrified-vintage look that reflects the most trendy and topical dictates. Seeing is believing, so here's a little glimpse.

Visit [www.laverdaworld.com](http://www.laverdaworld.com) for info and orders or phone +39 0445 385 310.



# The Italian network meets the **ML 800 ARS combine**

*To Romagna for the meeting that examined Laverda's trends and to see the new arrival first hand*

With the sales season well under way, Laverda called a meeting of the Italian network so as to present the results achieved during 2007, discuss the company's developments and forecast the results expected for 2008.

The joint-venture between Laverda and Agco Corporation certainly stimulated product developments with renewed drive and the synergies created are already reaping new results. One of these is the ML 800 ARS (Advanced Rotor System) combine.

The meeting, which focused on Laverda's constant growth and plans to achieve new goals, took place last 17 July at the Venatoria Massari Rural tourism farm in Conselice, Ravenna, and provided the chance to launch Laverda's much expected innovation, the new axial machine known as ML 800 ARS (Advanced Rotor System).

A combine created for farms that think big, ones that want to enlarge their potential and plan ambitious goals for themselves. A machine that's able to provide a great performance, designed to make short work of vast areas.

After all the Italian dealers had enjoyed a welcoming cup of coffee in the garden of the Massari enterprise, work began with an opening speech from Laverda's managing director Mario Scapin, who outlined the reasons why the meeting was entitled "Laverda's constant growth towards new goals".

"A 2008 that's rich in satisfaction is hard on the heels of a 2007 that closed with a 99 million euro turnover, over 810 machines sold and 18% growth as compared to the previous year," said Scapin.

During the first half of 2008, Laverda actually enjoyed a further 20% growth thanks to market conditions that were still favourable owing to the high price of grain products.

"If, on the one hand, the Italian market made a good recovery thanks to an improvement in the sale of self-levelling combines," continued the managing director, "on the other hand, Laverda's performance was also good in other European countries such as France, Romania, Bul-

garia, Serbia and Greece".

Scapin then reminded everyone about the efforts made in the Breganze plant to allow an increase in production that should grow to a further extent until reaching the thousand machines and more forecast for the end of 2008. There was also an impressive increase in human resources, with 15% more new recruits, especially in the production departments. The only thing we have to complain about is the rising cost of raw materials.

Scapin terminated his speech by underscoring the importance of the agreement reached with Agco, as it had contributed towards increasing the volumes produced thanks to its dealer network and had also allowed important synergies to develop. These had enabled Laverda to face the market more aggressively and to complete its range of conventional machines with one of an entirely different sort, the ML 800 ARS. "Today, I'm really proud to present it to you all," he concluded.

Giampietro Castellacci, Italian sales manager, then took over and gave a detailed description of the sales trends in northern, central and southern Italy.

"Thanks to the contribution of the



In the photo, the speakers who took the chair during the meeting.

central and southern areas, we can be satisfied with this 2008 campaign that's not yet over," declared Castellacci.

"Generally speaking, we have consolidated our 24% portion of the market, although not without difficulty, especially owing to loss of penetration in the north during the last few seasons. If we consider Laverda's general trend in the rest of the world and as eng. Scapin just told you, we think we also have the potential to do well in all areas of Italy," concluded Castellacci, urging his listeners towards an increasingly more professional approach to the market. Something that can also be



achieved thanks to the new ML 800 ARS, which will certainly make Laverda an interesting proposition for customers who direct their attention towards an unconventional type of product.

Simonetta Lambrocco, the communication and public relations manager, then spoke of the need to keep a watchful eye on what was happening in the country by using the identification and communication tools that Laverda provides for its dealer network. "In today's society, communication is a decisive part of success at all levels. This is why it is advisable to communicate and spread the values of the brand with coherence and conviction whenever this is possible".

Angelo Benedetti, the marketing and sales manager, proceeded with a general analysis and reminded those present about the fundamental role played by agriculture in feeding mankind.

"To do this, we need increasingly larger areas of arable land that must be cultivated more efficiently so as to achieve higher yields while safeguarding the quality of the crops," Benedetti underscored. "Mechanization has become an essential part of all this and now plays an equally important role, with the same responsibilities that farmers have when it comes to satisfying humanity's basic needs for food and energy, while safeguarding the surrounding environment." As Benedetti explained, the expectations are for farming revenues to maintain their positive trend on a worldwide scale and for the new European member states to still grow, for the arable land to become even more important thanks to the new set aside approach. Lastly, one expects the farms to consider recomposition of land as a chance for growth as to area, enabling mechanization to become less onerous and more efficient.

"This is why Laverda," concluded Benedetti, "is now presenting the ML 800 ARS to the market, as it's a machine designed to meet these maximum productive efficiency demands in the very best way".

So the time for presenting the machine finally arrived. Product



manager Luciano Parise described it down to the tiniest detail and accompanied an enthralled public on a guided tour of the benefits and advantages offered by this new combine harvester.

After lunch, the machine demonstrated its prowess in the fields, allowing everyone to appreciate its performance first hand and to even climb aboard as it worked.

## Laverda presents the latest innovations at Eima International in Bologna

From 12 to 16 November 2008, Laverda will be taking part in the important Eima International trade show, the fair that's held every two years in the Fiera di Bologna exhibition centre. Laverda's top-of-the-league combines and the latest innovation: the ML 800 ARS (Advanced Rotor System), will be on show in the exhibition booth.

This new axial machine, which was presented to the press and the Italian sales network in an absolute preview last July, will be the real "king" of the booth.

Don't miss your chance to see it personally. We look forward to seeing you!  
Laverda will be on show in hall 16, booth A 23.

## ... and launches interactive utilities and info on [www.laverdaworld.com](http://www.laverdaworld.com)

Everything's renewed in our web site [www.laverdaworld.com](http://www.laverdaworld.com), which will be launched during Eima International 2008. Browsing is immediate and simple. [www.laverdaworld.com](http://www.laverdaworld.com) provides lots of interesting information about the company, its values, mission, innovations and products. All in an attractive and authoritative graphic style that fully reflects the corporate identity. Laverda's new web site has thus become an evolved tool that will help you in your daily work. A tangible means for creating a link between the company, dealers and end customers. This is why it includes functions able to achieve a two-way flow of information between the company and customer, but also between the customer and company. New sections can be specifically accessed by the users, who can obtain information and suggestions about routine maintenance, consult the weather forecast or enjoy the latest news and gossip about Laverda.

An interactive web site, because Laverda wants to be increasingly nearer to its customers, with every possible means. Let yourself be tempted, fall into the net... [www.laverdaworld.com](http://www.laverdaworld.com)

# When the red's in the garage

*Autumn and winter, ideal seasons for a check-up and for scheduled maintenance work*

Combine harvesters are extremely important investments for farmers and farm-contractors. So if you want to keep your machine in an efficient condition and ready to go, always able to provide the utmost performance when it's time to harvest, you must periodically subject it to good quality specialistic maintenance.

When the harvesting season ends, that's the right time, between autumn and winter, to give your machine a check-up. First and foremost, it will prevent your combine from developing faults during the next campaign. You'll also save on the costs due to bad maintenance. Moreover, your combine will always be in the condition to provide an excellent performance and you'll get the most out of your investment.

In short, anyone who owns a "red" shouldn't wait any longer. If you get in touch with your area dealer, you can plan your servicing work during the autumn and winter. All the maintenance operations, which are carried out by expert technicians, take place according to guidelines and specific check lists prepared for each type of machine.

Furthermore, these servicing appointments allow the customers to consult the dealer's technicians and Laverda's experts about any problem or requirement they may have, particularly the need for a kit to keep in the older machines.

Bear in mind that the dealers' technicians are specifically trained during courses held in the company. This means that they are always informed about the latest solutions, proposals and initiatives provided by Laverda to assist the customers.

However, Laverda is always willing to place its own highly specialized technicians alongside those of the dealers.

Last but by no means least, it's always essential to use original Laverda spare parts. With tried-and-tested products that are the result of years of practical experience in the fields, the Breganze company is always ready to assist its customers with an efficient Spare Parts Service.



## Filters, vital parts of the machine

Filters are extremely important for a machine as they guarantee optimum, fail-safe operation. They play a strategic role and must be extremely reliable since they are highly stressed components, as filters must keep the hydraulic, hydrostatic and fuel circuits clean.

In short, they are vital parts that must be kept in great shape, otherwise they could give rise to unpleasant surprises during the harvesting season: in the heaviest duty conditions (in certain countries, combine harvesters must even work 24 hours a day), the quality of the filtering process is the key to the success of the job and ensures that the circuits are long-lasting.

Filters all look the same on the outside. It's inside that makes the difference: the filters installed in Laverda's combine harvesters and supplied by its Spare Parts service are tested and guaranteed for every condition of use in the world.

Laverda supplies servicing kits for various types of engine (Sisu 7.4, Sisu 8.4, Iveco). These kits include: main fuel filter, fuel filter on the fuel tank, hydrostatic filter, hydraulic filter, internal engine air filter, external engine air filter, dehydrator filter, external cab filter.



## Real time assistance via the web

*The laverdaworld.com portal provides dealers and spare parts stockers with up to date technical bulletins in real time*

Laverda assistance is now available via the web. Besides Warranty System, the facility that handles warranty claims, the technical assistance service, with the help of the computer systems department, now allows you to access certain new services within the corporate portal [www.laverdaworld.com](http://www.laverdaworld.com).

Using the reserved area, every dealer can consult, save and print the technical and spare parts Bulletins, then fill out and send the pre-delivery control form in real time.

The technical assistance Bulletins (Bat) reserved to dealers who sell the machines are used to keep these latter constantly informed about the product improvements and new applications.

The spare parts Bulletins (Br) are dedicated to spare parts dealers and are computer tools that provide information about the availability of new articles, replacements and kits.

An efficient search engine in the web portal also allows you to find the sole bulletins concerning the subject, part or model of the machine you require in the archive of all the documents issued by Laverda.

The pre-delivery control form (Pdi), which concerns the inspections that must be carried out before the machines are consigned to the end customer, is available in the Laverda portal. Laverda's technical assistance and quality services are automatically notified about all the information entered, by means of e-mail messages.

Thanks to the new web portal, our dealers will always be able to count

on an archive of up to date bulletins on a real time basis, because they are immediately published on line, as soon as they are created. Obviously, the web is convenient because it allows the dealers concerned to access the information from any station, even when they are away from their offices: all that's needed is a PC with a link to the Internet.

Flaviano Novello



### Laverda and the wines of Breganze

Two wines to strengthen the bond between Laverda and the area in which it is located to an even greater extent. An idea proposed by Simonetta Lambrocco and supported by Piergiorgio Laverda, Chairman of Cantina Beato Bartolomeo of Breganze. Thus this historic wine-making enterprise, which includes over 80% of the production of Breganze's designated origin wines, created two bottles bearing the Laverda logo. The choice fell on two high class wines of an international character, i.e. Pinot Nero and Chardonnay, wines that have discovered an original expression in this territory. Just like Laverda.



### Two new DVDs in Laverda's video library

Laverda's collection of video-clips becomes more comprehensive. Two new DVDs will soon be available for anyone who's interested. The first is dedicated to self-levelling combines, products for which Laverda possesses record-breaking know-how and experience. The Al Quattro and Al Rev models dominate the splendid Tuscan countryside and make the most difficult jobs simple and easy as they work across 40% slopes, up 30% slopes or down slopes with 10% gradients in total safety.

The second DVD depicts the ML 800 ARS (Advanced Rotor System), Laverda's new axial machine, result of the joint-venture between the Breganze enterprise and Agco, a machine that provides an outstanding performance and great comfort.



# The “reds” kings of the paddy-fields

*Half a century of threshing in the paddy fields of the world since the M 75R made its debut*

September 1961: a fiery red machine advances slowly and noisily, between the rows of weeping willows and ditches of the countryside of Vercelli. It bears the name M 75R, with the Laverda logo in yellow and green alongside.

It's a scene that has been repeating itself, with other protagonists, since 1956, i.e. since the first M 60 R combines arrived in the area. Small and clumsy with their crawler tracks like tanks and a steering system that only strong muscles could manage. They were immediately followed by the big M 90R models, powerful and productive and equipped with a tank at last, instead of the old bagger.

Presented in 1960, the M 75 was an intermediate brother of the other machines but the most evolved one from the technical aspect. Compact but powerful, agile but extremely sturdy, it treated the crop grains in a strong yet delicate way. Over 1300 of these machines were manufactured. They even crossed the frontier and actually reached the homeland of rice par excellence: Japan, a legendary destination in those days, so far from today's globalization.

For Pietro Laverda jr, protagonist and inspirer of the company's technical policies, rice harvesting was evidently a challenge that had to be taken up, with close relations between the design engineer and the farmer. Immediately after the first M 60 was built, a version for paddy-fields was created and after that, all Laverda's models always had their rice version. They were adapted year by year to comply with the evolution of this crop for which Italy excels as to quantity and quality. Vercelli, Novara, Pavia, Ferrara, but also the lower part of the Verona area, were the theatre of a continual technological challenge amongst the various different European manufacturers. Laverda also turned, with success, to other rice-growing nations: Spain, Cuba, Venezuela, Guinea, Iraq, Ecuador, Japan.

But the M 120 was the true Copernican revolution in the world of Italian combine-harvesters and the machine that acted as protagonist in this phase of international expansion. The hundreds of machines set to work in the Cuban paddy-fields were sorely tested, but this was extremely useful as it led to product improvements and allowed the company to develop from a technical point of view. Because rice is always a difficult crop. It wears out the threshing components as no other and

wallows in mud that's often treacherous, as it stresses the engines and transmissions. Rice is a crop that must be treated in a forceful way, so as to separate the straw from the grains of even the most tenacious varieties but with delicacy, to prevent the product (and its commercial value) from being impaired, especially when it comes to the high quality varieties such as those grown in Italy.

During the '70's, the number of Laverda machines in the paddy-fields of northern Italy reached remarkable figures. Our company was the absolute leader in the market and a technical reference point for the tough competition from abroad. In the province of Vercelli, where 35% of the Italian rice is grown, almost 300 Laverda machines were at work in 1970, more than double those of our Italian and foreign competitors. Not by chance was the corporate slogan in those years: "Seeing them at work, you can only think: they're born for rice".

After this, changes in the cultivation methods and the considerable enlargement of the areas dedicated to rice growing allowed increasingly larger machines to be used. Thus the powerful M 150R and even the gigantic M 182R with six straw-walkers made their debut in the paddy-fields. It was a tale of synergic relations between the Italian farmers and the most important manufacturer of harvesting machines. A technical and trading succession that began half a century ago, relieving generations of farmers from hard work, and that still continues with success.

Piergiorgio Laverda





#### TECHNICAL SPECIFICATIONS OF THE M 75R

2.25 or 2.45 cutting bar  
 Drum with 9 threshing bars, 750 mm in width  
 Three 2500 mm straw-walkers  
 47 HP Fiat Diesel engine  
 Two-speed gearbox with built-in differential  
 Speeds from 0.91 to 9.53 km/h  
 Transmission with hydraulically controlled infinite variator  
 Front tracks with 410 mm pressure blocks  
 Independent disc brakes  
 Hydraulically controlled bar and reel lifting mechanism  
 Selector with shaking sieves and second fanning action  
 Versions: bagger with three openings, combined version with tank and bagger, with sole 1225 litre tank and discharging auger  
 Mounted rear straw baler on request  
 Price (1961 price lists) Lit. 4,200,000  
 1376 of these machines were manufactured from 1960 to 1965



On the previous page: an M 75 at work in the paddy-fields of Vercelli. It's a combined model with tank and bagging platform.  
 Top: the M 182R and a powerful trio of M 150R combines in the fields.  
 Right: the M 75R in the version with one single bagger.  
 Below: a group of M 120R combines in the Cuban countryside at the end of the '60's.



# Welcome to the reign of the risotto

*The Lower Veronese area with its "capital," Isola della Scala, presents the most important Italian rice festival with over eighty different recipes*

It was Paolo Brazzarola, the mayor of Erbè, who made the most eagerly awaited scoop by winning the first "mayor's risotto" competition. His "risotto all'anara" was preferred, even though the risottos prepared by the other five mayors who competed were equally tasty: these were "risotto all'isolana" presented by Giovanni Miozzi of Isola della Scala, "risotto alle delizie del Tione" with kiwi fruit and crayfish, prepared by Mario Faccioli from Villafranca, "risotto alle nose" by Oliviero Olivieri from Nogara, "risotto with garden cabbage and savoy cabbage" cooked by Luca Sordo from Castagnaro, and "risotto del marangon" with honey fungus, truffles and pork, prepared by Paolo Marconcini of Cerea.

Having evaluated the flavour, cooking process, compliance with the recipe and originality, the jury was inclined, by a handful of points, to favour Giovanni Miozzi, along with his assistant cook, councillor Luca Brutti, but the first citizen of Isola della Scala, who was playing at home, decided to stand aside and leave the victory to his colleague of Erbè assisted by Federica Leardini, a cook who had already won the PGI Golden Risotto public opinion award.

The mayors' competition (the first citizen of Verona, Flavio Tosi, was also an amused onlooker) was only one of the performances (that were all in a good cause, seeing that the profits from the sale of all these risottos went to the Green Cross) that the exhibition authority of Isola della Scala had prepared as part of the Rice Festival, held between September and November, an event that makes Isola and the Lower Veronese area the true capital of imaginative Italian rice dishes.

With 345,000 risottos cooked and over 500 thousand visitors, 130 cooks at work and a thousand of Isola's citizens involved, the Fiera del Riso, or Rice Festival, was a success. The 42nd Fair, which was also visited by Gianfranco Fini, Chairman of the House of Commons, and by Under-Secretaries Giorgetti and Brancher, proved yet again to be a highly important gastronomic event particularly bound to PGI Veronese Nano Vialone rice. But Risitaly, held for the second time as part

of the Fair, also introduced other rice growing regions with different cuisines. The visitors were really able to satisfy their longing for risotto as they could choose from about eighty different recipes. But the Fair, which lasted for three weeks, also proposed a lively program with lots of interesting events. They ranged from presentation of the "Chicco Verde project" for creating structural works to assist the production system, to Isola's 21st "Palio del Risotto" where the Doltra Vo' quarter triumphed at Palarisitaly over its rivals Tarmassia, Isola Centro, Caselle and Pellegrina, and the initiatives for children (swaps market, baby area, lessons from the chef for the "Little risotto cooks", artistic workshop with rice). Lastly, there was a debate amongst the protagonists of the Italian agricultural and food-production scene conducted by Bruno Vespa, a talk show where Giovanni Rana, Mario Preve, chairman of Riso Gallo and Assorisieri, Riccardo Felicetti of the pasta factory of the same name, Roberto Magnaghi, director general of Ente Nazionale Risi, Fabio Bortolazzi, chairman of the Chamber of Commerce, Alberto Bauli, president of Banca Popolare di Verona, Gabriele Ferron and Riccardo Roncaia, rice growers, one from Verona and the other from Mantua, discussed the appetizing subject of "Pasta vs. Rice".

Incidentally, the other eagerly awaited con-

test, that of the "Golden risotto of the Local Tourist Board of Verona", was won by Nogara thanks to Ivano Baschiroto, a non-professional chef, who presented a dish with basil and Monte Veronese rice that surpassed another risotto made with Monte Veronese and boletus mushrooms, prepared by chef Alberto Busti of the Local Tourist Board of S. Rocco di Piegara (Roverè), who got his own back by walking off with the prize awarded by public opinion, i.e. 200 tasters, one of whom was regional councillor Valdegamberi.

In short, a real jubilation of ideas and events to promote a princely product of local agriculture and the culinary expertise of the area. But they're not going to stop there at Fiera di Isola: another two festivals are planned, one dedicated to boiled meats and the other to the pumpkin. A mouth-watering prospect.



## Melotti's recipe

Here's the recipe for "Risotto all'isolana" from Melotti, an important rice growing and rural tourism enterprise of Isola della Scala, loyal Laverda customer for years, which also has an educational farm and runs a traditional risotto restaurant in the town square.

Ingredients for 4 servings: 400 g of Vialone Nano Veronese rice; 0.8 litres of good meat stock; 80 g lean veal; 80 g pork loin; 60 g butter; 60 g parmesan cheese; pepper, salt, cinnamon and rosemary to taste.

Method: dice the meat, season with freshly ground pepper and salt and allow to rest for one hour. Melt the butter, add a sprig of rosemary and brown the meat on all sides. Allow to cook over a slow heat until the meat is well done, then remove the rosemary. Bring the stock to the boil, add the rice and cook for 17-18 minutes over a low heat: the rice must absorb all the stock. Blend in the previously cooked meat and its juices. Complete the risotto with the cinnamon flavoured cheese.

