

The 500 million Euro mark is the target

At AMAZONE during 2013, the additional increase of turnover is evident. "The increase in turnover for the first half of 2013 was, in comparison with the same period the previous year, up by more than 10%", the AMAZONE directors Christian Dreyer and Dr. Justus Dreyer reported on the occasion of an international press conference in Leipzig. And for the second half of the year, that business looks set to continue increasing. Therefore the directors are counting on a single figure turnover increase for the full financial year 2013. "In any case we will crack the 500 million Euro turnover mark this year", so is the prognosis of the directors.



When comparing the different areas of AMAZONE competence, the sale of fertiliser spreaders and crop protection sprayers has developed particularly well in 2013. On fertiliser spreaders, the new ZA-TS mounted spreader has contributed especially to the increase in turnover. Whereas, with crop protection sprayers, it is the Pantera self-propelled sprayer and the new UX 11200 trailed sprayer which have helped the most. The sales figures for soil tillage and sowing technology develop are also pleasingly in the same way. A special highlight is the excellent acceptance by the market of the Catros compact disc harrow, the sales of which will be increased. Also, the Cenius mulch cultivator series looks set to increase.

Parallel to the sales increase, AMAZONE has further extended its production, service, development and administration capacities. Actually, the most important project is the new administration building for research and development in Hasbergen-Gaste which is on schedule to be completed by end of 2013.

With effect from July 10th 2013, the AMAZONE Group in Russia took over the factory, GAG Eurotechnika in Samara, 100% and is now the sole share holder. In this way the AMAZONE Group is able to react to the challenges of the markets in Russia and the CIS states even more flexibly.

For 2014 the AMAZONE directors optimistically look further ahead. They see much potential in the further development of new markets. From the production side of view, AMAZONE will launch an offensive in the range of cultivators and large area seed drills at Agritechnica 2013 with the introduction of a completely newly-developed series of its Cenius cultivators and Cirrus seed drills. Of huge strategic importance is, in addition, the newly-developed Cayron reversible plough which will also be introduced at Agritechnica 2013.

The new plough is being manufactured in Leipzig at the AMAZONE subsidiary BBG Bodenbearbeitungsgeräte Leipzig GmbH & Co. KG. During the previous years, the AMAZONE Group has greatly expanded its site in Leipzig where also the Catros compact disc harrows, the Cenius and Centaur mulch cultivators and the UG trailed sprayer are manufactured. Recently here a state-of-the-art powder coating facility was invested in along with several new production and storage halls.