

Massey Ferguson introduces new entry-level tractors for Africa and Middle East

[Massey Ferguson](#) is introducing a new range in of 50hp-85hp tractors for selected African and Middle East markets in a move to strengthen its product offering in the lower horsepower tractor sector for these territories. This will offer farmers a broader choice of reliable and rugged multi-purpose machines. To complement these new MF 300 Series tractors, Massey Ferguson is also unveiling a new line of implements to the region.



MF 385 4WD (85hp) pulling a 3-furrow conventional plough

"Simple, yet powerful, the MF 300 Series tractors are tried and tested, with a strong reputation for straightforward operation and robust dependability - they are ideally equipped to meet the tough challenge of African and Middle East agriculture," says Thierry Lhotte, Massey Ferguson Vice-President Marketing, Europe/Africa/Middle East.

Affordable and economical to run, these entry-level 'do anything' tractors will have strong appeal as the main power source for smallholder farmers or local community groups looking to mechanise or upgrade their agricultural operations. The models can also be a valuable addition to a machinery fleet on larger farms or estates requiring a cost-effective workhorse.

A range of implements

Initially, a choice of six Massey Ferguson matched implements, covering cultivation, planting and transport will be available for the MF 300 Series. These include a 1.6m-width disc harrow, 0.5m-width fixed-disc plough, 2-tine subsoiler, 2-row planter, 3-tonne trailer and transport box. Plans are in place to develop and expand the implement range according to market demand.

"As true multitaskers, the MF 300 Series are equally adept at cultivation, planting, transport or yard duties, working across a wide range of farm sectors including arable, livestock and horticulture," explains Lhotte. "Low cost of ownership, easy servicing and maintenance plus expert support from the Massey Ferguson local Distributor ensure a fully-sustainable and inclusive farm mechanisation package."

Six new models to be released

Consisting of six models in total, three MF 300 Series models are set for release in early 2016 - the 50hp MF 345 two-wheel-drive (2WD), 75hp MF 375 (2WD) and 85hp MF 385 (2WD and 4WD). The longer wheelbase 50hp MF 350 (2WD), 60hp MF 355 (2WD) and 60hp MF 360 (2WD) will follow later in the year.

Fuel-efficient power comes from Perkins 3-cylinder AD 3.152 and 4-cylinder AD 4.41 diesel engines. The well-proven mechanical transmission offers four gears in two ranges to provide eight forward and two reverse speeds. Powerful hydraulics are based on the renowned Ferguson hydraulic 'Scotch Yoke' pump delivering full draft, position and response control. Fingertip hydraulic operation of implements above or below ground is by means of the familiar quadrant control. Lift capacities at the rear linkage range from 1415-2145 kg. A dual-stage clutch ensures efficient drive- and PTO- engagement, while the oil-immersed multi-disc brakes allow safe and secure stopping. For reduced driver fatigue, the MF 350, MF 360, MF 375 and MF 385 models are fitted with power steering.

The MF 300 Series tractors have a spacious operator's environment equipped with a spring-suspension deluxe seat. All controls are well laid out and fall neatly to hand. Depending on the model, the tractors are available in footstep or semi-platform configuration.

The right choice of machine

As part of Massey Ferguson's global manufacturing strategy, the MF 300 Series are being produced in Pakistan by Millat Tractors who are a long-term partner of Massey Ferguson with 50 years' experience building MF tractors as a licensee manufacturer. Massey Ferguson engineers from the Beauvais tractor manufacturing facility in France are heavily involved in developing the MF 300 Series for the Africa and Middle East regions. In a related initiative, work has also started on the potential localisation of Massey Ferguson sub-100hp tractor assembly in Russia.

"Massey Ferguson is committed to providing high-quality machinery and appropriate technology to suit all types of farm operations all over the world," adds Lhotte. "The new MF 300 Series fits perfectly with our existing product offer in Africa and Middle East markets. The range represents a key element in our 'three-segment tractor strategy' in the region to provide farmers at varying stages of development with the right choice of machines across a spectrum of power and specification requirements."

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