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SYSTEMS ... 3

**LIVE
in the
FIELD**

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the Field ... 7



51,153 Bushels
in 10 Hours?
No problem ... 9



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LETTER FROM THE EDITOR

Words of Wisdom for Every Grower



BOB ARMSTRONG – Editorial Director

Most of the growers I know, and all of them I grew up around, love sayings. There's wisdom in those phrases, and often they help put complex things into perspective. What grower doesn't know that old adage, "early to bed, early to rise, makes a man healthy, wealthy and wise"?

There are a few sayings that we embrace at CLAAS that apply to LEXION combines. "Put your money where your mouth is" fits the bill. We've laid claim to the title of being the most innovative combine manufacturer in the industry, and we dedicate money and talent to continuous engineering and research initiatives to make sure we're always worthy of the compliment.

"An ounce of prevention is worth a pound of cure" also fits in with our philosophy. We focus on building durability and ease-of-use into every machine, in every class that we roll off the production line. That's why LEXION combines are legendary for being dependable. They don't keep you from your fields during harvest, especially when every hour of productive time counts. They're also built to prevent wasting time when you need to make adjustments.

There is one saying, however, that just doesn't work when it comes to LEXION combines. And that is "bigger is better." While the 770, our largest and most powerful combine in the new LEXION line, can take on any farm, the same engineering, durability and efficiency are all available in every LEXION sold. So whether you're harvesting 500 acres or 50,000, there is a LEXION that will decrease your time in the field and input costs while it increases your bottom line. And you know what they say... "waste not, want not."

North America's LEXION FAN FEATURE



August Scholting

At just six years old, August Scholting has a good head on his shoulders when it comes to business. Recently, August drove a hard bargain with Tim Hoggarth, salesman with Nebraska Harvest Center. Hoggarth, who has worked for CLAAS for four years, reported that this young agriculture fan was in search of a CLAAS JAGUAR 960 collectible toy for his collection. He was willing to part with a toy version of a competitive product, and to work for his father Andy, a grower outside of Springfield, Nebraska, to earn the \$6.00 he needed to make up the difference for the trade.

August and his three sisters, Reagan (8), Taylor (5) and Riley (2) are all big LEXION fans and love to go for rides. But August's passion for LEXION, his father reports, goes a little further. Recently, he insisted on redoing his bedroom in a LEXION theme, right down to the paint colors and decals!

"I wasn't surprised about it. He is pretty driven when he wants something. The girls love LEXION too, but they aren't quite ready to re-do their bedrooms like August was," – Andy Scholting

Tim Hoggarth said the trade went better than little August expected. "I returned the proceeds and asked him to save it, as he will need to start saving if he plans on farming," Hoggarth reported.

"He was so happy, I thought he was going to cry. Then I was concerned that I might, too!" – Tim Hoggarth

That wasn't the only good LEXION trading going on that day at the Scholting farm. "August's father, Andy and I also traded. He had a LEXION 460 with a F525 and traded for a LEXION 730 and a new F750."

Have a LEXION fan in your household?

Send your story and photo to: CLAAS of America Inc., 8401 S. 132nd Street, Omaha, NE 68138 or email contactus@claas.com.

Harvesting Goes HOLLYWOOD?



There's a strong, burly hero standing silently at daybreak. A field of opponents facing him that goes as far as the eye can see. A challenge is issued; supporting cast and crew are in place. Suspense builds. The music lifts, action starts, amazing aerial shots cover the screen. You can feel yourself cheering for the hero. Will he prevail?

Is this HARVEST, a new motion picture from MGM?
No, it's the LEXION

51,153 bushels

- >> 235 acres
- >> 5,115 bushels/hr.
- >> Fuel consumption:
0.99 gal./acre
- >> 16-30 Corn Head



View the LEXION
10-Hour Challenge on
your mobile device.

10-HOUR Challenge!

The hero, a new LEXION 760 TERRA TRAC armed with a 16-30 corn head takes on the challenge of harvesting more than 50,000 bushels in just ten hours. Did the LEXION rise to the occasion? Bringing in 51,153 bushels (that's 5,115 bushels per hour) from 235 acres with a fuel consumption of 0.99 gallons per acre, this is one feature flick with a happy ending.

Watch for yourself as this LEXION sails through the 590-acre Steward Farm Partnership in northeastern Illinois as if it isn't working at all. Amazing videography, aerial shots and a hero everyone can enjoy this must-see picture.

Visit youtube.com/claasofamerica
to get in on the action.

LEXION and Trimble Enter Agreement

Now, growers in North America who want to incorporate Trimble steering and yield mapping systems when using their LEXION combines can do so. A newly signed agreement between CLAAS and Trimble, a leader in GPS mapping and precision guidance technology, is providing yet another option to enhance an operation's precision farming efforts.

This new collaboration allows for greater grower flexibility, providing a customer friendly interface for Trimble systems. This combined force of GPS technology and LEXION efficiency means growers have another powerful tool to assist them in making critical system efficiency decisions. This will further help to increase efficiencies and savings on input costs while increasing yield and productivity.

“With the new interface agreement with Trimble, CLAAS growers are now able to utilize the accurate yield measurement data from the LEXION QUANTIMETER and display/collect the information on a Trimble monitor,” explained Bob Armstrong, North American Product Marketing Manager for CLAAS. “Concurrently, the Trimble steering system is able to communicate directly with the CLAAS valve controller without adding any further hydraulic equipment on the LEXION combine.”



“Growers now have the ability to outfit their machine with Trimble technology. Through their Trimble dealer, they can integrate a Trimble system to a LEXION combine harvester gaining the robust interaction between the two technologies.”

Bob Armstrong
North American Product
Marketing Manager

CLAAS POWER Systems

CPS TECHNOLOGY – giving LEXION combines another competitive advantage

It might seem like a combine with on-demand power and low fuel consumption – two features every grower dreams about at harvest time – is an impossible combination. CLAAS POWER SYSTEMS (CPS) technology, now built into every LEXION, is making the impossible, possible.

CPS is an approach to creating the most efficient, powerful and capable machines possible. The CPS team is comprised of a group of experts from different disciplines and business sectors working together to develop the best solutions in total drive technology. The team consists of specialists who focus on ensuring the best engines, power train systems and other features are developed and sourced for each piece of CLAAS machinery, now including the LEXION line of combines.

Whether your fields are far apart, steep slopes are part of your terrain, or you're bringing in high-yielding crops that require the highest throughput, the CPS technology inside the LEXION is what helps ensure you'll still have the same excellent results – all while keeping emissions low and fuel economy high.

The timing of CPS integration into the LEXION line is good news for growers. In the US, the EPA has adopted a comprehensive national program to reduce emissions from non-road diesel engines. January 1, 2011 was the date that manufacturers were originally to be in compliance with the final phase, Tier 4, of reducing emissions. Though the EPA later introduced some flexibility in this deadline, the CPS team at CLAAS were taking action on this issue since before the original EPA requirements were announced in 2004.

The results? New LEXION 760 – 730 models now include Tier 4i engines with CAT ACERT EGR DPF technology. In addition to the increase in horsepower on these models, they also include the important distinction of being Tier 4i compliant. This not only provides lower emissions today – but means these combines will be sought after in the used market, making their future ROI potential even greater.

With CPS technology now part of the LEXION line of combines, they range from 320hp to a 523hp premium engine from Caterpillar or Mercedes-Benz, depending on the model and power needs of the model. But the goal is not only to develop the best systems for power generation: power conversion and power usage are also taken into consideration. Finding the most efficient ways to turn engine power into throughput is at the very heart of this process. To address those efficiencies, the CPS team also targets the hydraulic, drive technology and electronics of the combines to ensure the most efficiency in compliance with the top down engineering philosophy of CLAAS.



In addition, there is a constant focus on improving fuel economy. As combines harvest higher yielding crops, an extra reserve of power may be needed. The electronic engine control in the LEXION delivers a power boost from the optimized engines if a drop in speed occurs.

For more information about CPS technology in LEXION combines, talk with your local dealer.

CPS | CLAAS
POWER
SYSTEMS

Look for the new CPS plate on new LEXION combines. The CPS marking indicates the combine has been designed with the specific engine and drive components to give it optimum power, throughput and fuel efficiency.

A Combine for All Classes



Two growers share their stories

Maybe it's run through your mind once or twice: That LEXION is so powerful, it's made for a much bigger operation than I've got. Or maybe you've heard one of the neighbors talking: I'd love to have one, but I've got under two thousand acres. They don't make them for growers like me.

If these ideas sound familiar to you, then you'll want to keep reading. Dennis Holland of Oglesby, Illinois and Jody Herr of Lowell, Indiana, are two growers excited to share about the benefits their LEXION combines bring to their operations, and how that can help other mid-size growers as well. Both of these agriculture veterans depend on a class 6 and 7 LEXION to help get them through harvest season efficiently, quickly and with the highest quality results.

“Competitors could take a few lessons from the LEXION.”

When it comes to running a farm, Dennis Holland of Oglesby, Illinois, certainly has the experience to give a little advice. He first started driving the tractor every day after school for his father when he was 11, and rented his own parcel of land to farm on his own at the tender age of 16.

All of that experience made a difference when he decided to move to a LEXION combine to harvest his 950-acre farm of corn, soybeans and wheat 100 miles west of Chicago. “Now, I'm pretty particular when it comes to machinery. I've been around these machines all my life and have also worked as a mechanic in addition to working on farms, so I can see when a machine is well made. I can see where belts are heavier, bearings are heavier and that's where quality starts. LEXION is built stronger than any other machine on the market I've seen. After I saw it perform in the field a few times, I could really see advantages to owning it,” he shared. “And the pricing is very competitive.”

Holland moved from a competitor's combine to LEXION four years ago. He started with a LEXION 560R, moved into a 570R and just recently went to a LEXION 740 (class 7), which they've already started using in the field to harvest wheat. He believes many

features of the LEXION put it ahead of competitors' combines for operations of his size. “The competitors could take a lesson from the LEXION,” Holland recommended.

So what are some of those lessons? “First and foremost, when I harvested wheat with my old machine, it took me a day to do it. I'd have to change the concaves, sieves, and so on. It took a lot of time,” he stated. “Not with the LEXION, though. It's quick to make those changes and you're back up and running. It makes the job much faster.”

Another feature of the LEXION that Holland praises is the quality of the threshing and separation, “The way the crop is spread out really does the job with a minimal amount of loss.” This is due to the CLAAS HYBRID SYSTEM, which combines the Accelerated Pre-Separation (APS) threshing system with the ROTO PLUS separation system to raise the bar on threshing and separation productivity. Independent threshing and separation speed adjustments, increased adaptation to changing crops and conditions and optimum throughput come together to create the results Holland – and thousands of other growers across North America – count on in the field. And, the greatest capacity in the industry in every class.

“I also think that *JET STREAM* cleaning system in the LEXION is excellent,” Holland added. “It's got a long cleaning shoe and plenty of sieve action.” Specially designed to take on the high throughput of the CLAAS HYBRID SYSTEM, the *JET STREAM* cleaning system includes removable poly floor segments, a dual-step cascade pre-cleaner with “jet blast” and six large sieves. The six turbine fans working on Holland's 740 model also help increase the action. Electronic sieve adjustment gives him the ability to control sieves without exiting the cab and gives him immediate result monitoring.

But Holland's list goes on. “There are just so many features I like about the LEXION. On the 740, one of the main things that stands out is the folding grain tank. It's really a nice feature. They're engineered to seal up nice and tight,” he commented. The tank he is referring to is an industry-first and standard on all classes of LEXION combines. From the cab, the grain tank can be electronically controlled without the need to enter the grain tank. With capacity up to 360 bushels, this feature can save an operator precious time at harvest.



Comfortable on any farm.

Purchase a new LEXION class 6 or 7 combine harvester from October 1 – December 16, 2011 and add the Limited Edition Comfort Package.

LIMITED EDITION COMFORT PACKAGE

We build more than just big combines.

Here's your chance to benefit from the award-winning innovation, intelligence and inspiration found in every LEXION while enjoying a few extra luxuries.

Package includes:

CMOTION Handle

Take control with the new ergonomically-designed multi-function handle that allows for easy and smooth operation of your new LEXION combine.



Deluxe Operator's Seat

Discover luxury typically only offered inside the LEXION 770 to make the long days in the field more enjoyable. Air cushioning in the seat adjusts automatically to the operator's weight and absorbs 40% of vertical seat movement. Plus, this seat has it all with dual-zone lumbar support and an automatic thermostat.



Refrigerated Cooler

Located under the operator's seat, this special fridge provides ample storage to keep drinks and snacks cool.



© 2011 CLAAS of America Inc. LEXION is a registered trademark of CLAAS KGaA mbH. Offer applies only to new 2012 (class six and seven APS Hybrid – 670, 730, 740/740 TT) LEXION combine harvesters purchased in the United States or Canada delivered ex-factory after May 1, 2011. Offer begins October 1, 2011 and ends December 16, 2011. See participating dealer for details. Product and specifications subject to change without notice.

21st Century Farming Made

Farming in the 21st Century is a complex, competitive business. More and more, growers are in search of ways to maximize results and simplify their operation. The newest advances in harvesting technology are aimed at drive technology, machine intelligence and networking in the harvesting chain. Precision farming has come to include all computer-assisted systems and programs for agricultural planning and operation. CLAAS uses a short name – EASY (Efficient Agricultural Systems) to represent this area of focus in farming.



Four corners of support. One strong foundation.

The EASY approach helps growers customize their LEXION combine in a way that ensures manageable efficiency and accountability – the two most important measures for any operation – by combining four different areas of application.

Harnessing the full spectrum of electronics expertise in a LEXION, the four areas together ensure that growers receive a combine that aligns precisely with the needs of their crop and operation, ultimately giving them more control.



On Board. From this angle, EASY addresses machine control and performance optimization from within the cab. It helps ensure the operator has the right machine settings in every situation and centers on automation and optimization.



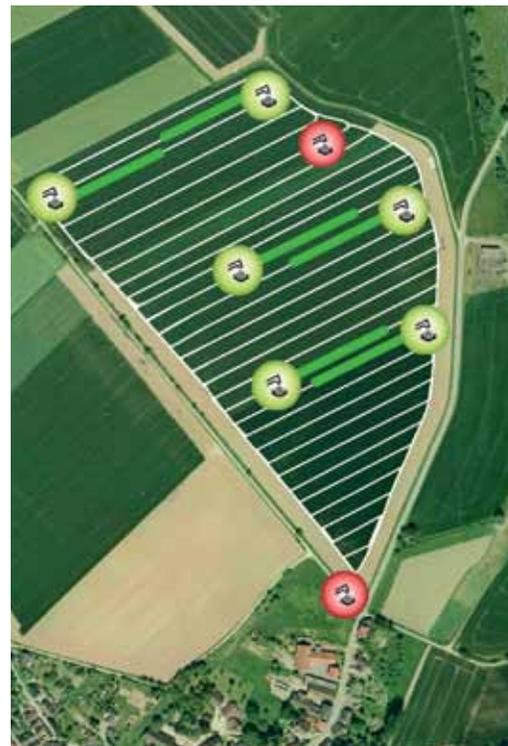
On Field. Here, EASY focuses on field applications and the tasks of navigation, implementation and fleet management. It helps ensure that a grower has the right system for steering, measuring, observation and scanning when out in the field.



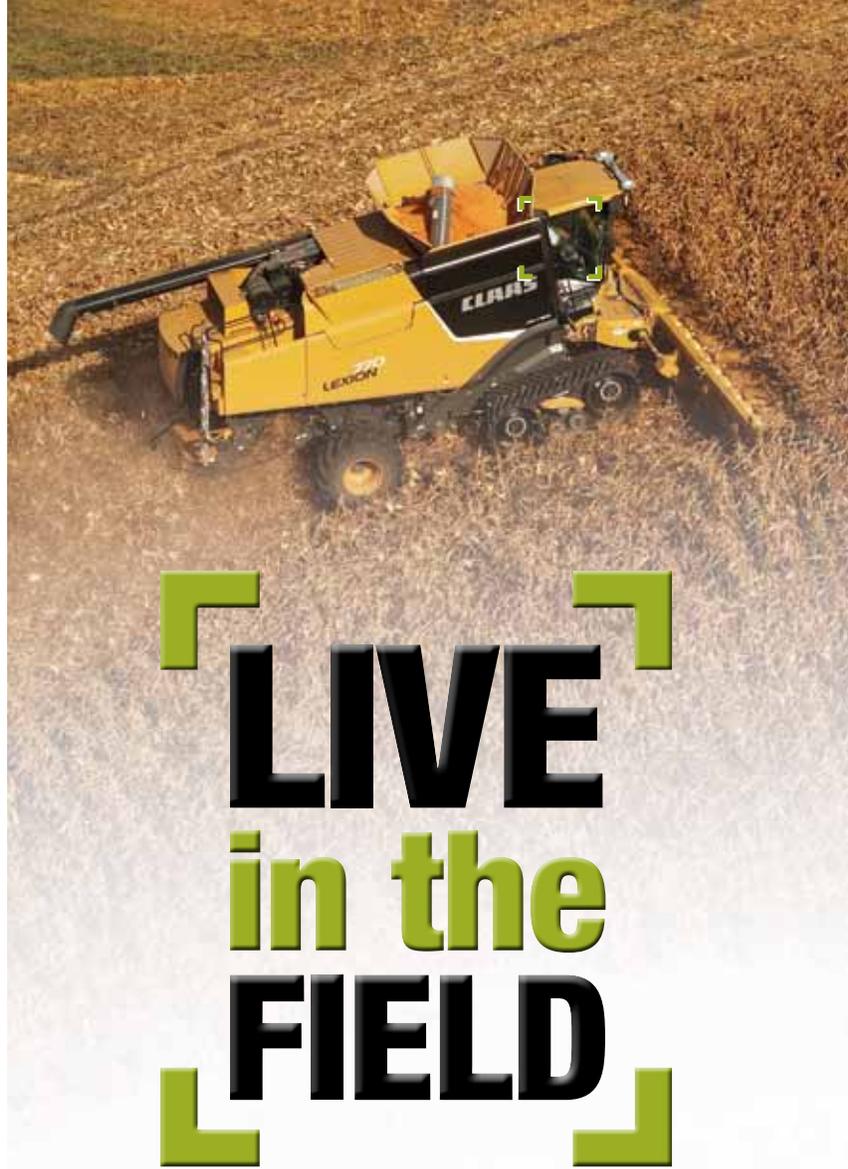
On Track. This area of EASY focuses on machine monitoring, remote maintenance and maintenance management. Remote diagnostics help growers access important data for their combine any time, anywhere through the Internet with CLAAS TELEMATICS. Read more about CLAAS TELEMATICS in the article to the right.



On Farm. Here, the focus is on farm management and future farming. Software solutions that address farm management needs and services for efficient business administration are addressed in this area.



EASY



A closer look: **CLAAS TELEMATICS**

CLAAS TELEMATICS, available as an option on all LEXION 700 series machines, allows harvesters to access performance and harvesting data for their combines and fine-tune the settings for the best results. Analysis reports detail specific machine data such as harvesting time, times for unloading while harvesting, and unloading while idle as well as engine RPM, threshing speed and ground speed to evaluate the operating efficiency of the combine. This analysis enables planned fleet management and helps avoid unprofitable downtime.

Detailed analysis reports can be collected easily via email or directly from machines equipped with CLAAS TELEMATICS, simplifying documentation and saving time in the field and when making critical harvesting management decisions. TELEMATICS can also allow for reduced service time by transmitting service data directly to your LEXION dealer, enabling the dealer to perform remote diagnostic checks and troubleshoot quickly.

Need to see it to believe it? You can. **LEXION LIVE in the Field.**

For the skeptics among us, and for those who are excited to see the fusion of modern agriculture with the latest technology in real time, CLAAS is now offering the chance to view live machine data and information from LEXION customers around North America as they bring in the 2011 harvest. Featured machines are owned and operated by LEXION customers in North America.

The 2011 LEXION LIVE in the FIELD event will transmit data during harvest that includes summaries by crop for bushels per acre, bushels per hour, total bushels, total acres and fuel consumption (gal/ac). This information will also be positioned against the background of satellite photos from Google™ Earth to create summary maps. In action, this information will allow harvesters to graphically display yield, moisture and loss maps for specific parts of their fields.

Register for this first-ever **LEXION LIVE in the FIELD** event now by visiting www.claasofamerica.com.



Who says **Girls** Can't Farm?



Most teenage girls dream of driving a car for the first time. Annie and Katie Nesson, daughters of Tim and Mary Nesson of Billings, Montana, were no exception last year when, Tim Hoggarth, visited their farm near Xavier, Montana. The girls had a lot of questions about driving. Only, they wanted to drive the farm's recently purchased LEXION 590 and 1200 MAXFLO draper!

Previously, the Nessans used custom harvesters. Although they still do, they also wanted to be able to harvest with their own machine. "It's about timing," said Tim Nesson. "Sometimes over the years, the custom guys haven't shown up. They might be stuck in crops in Colorado when we're ready with winter wheat up here in the fields."

According to the girls' father, they were very excited to get behind the wheel of the LEXION. And according to Hoggarth, they were naturals. "When folks exclaim that we have a complicated machine, it will be easy to answer them. I can tell them that I taught teenage girls how to run a LEXION 590 with a 40' draper head in wheat at almost 6 mph. These girls are really impressive!"

After learning to drive the LEXION, the girls proceeded to cut 1,700 acres during the last harvest season, going as fast as 7 mph. The girls' father thinks it is a great trade. "We needed a LEXION anyway, and this way they earn some of the money they'll need for college. They like the agriculture aspect of it, too. But first they need to get through college and get that degree. Then they can decide if they want to be in agriculture. For now, it keeps them busy and out of trouble, and earns them a little extra."

As for the girls, they think it's just another day in the fields when driving the LEXION. Annie compared the LEXION to driving a car. "It's much harder to drive the combine because you have so many things to control at one time, but I learned to drive the combine faster. Before Tim came and helped us, I was scared. But after I drove for the rest of that night, it was easy by the next day."

LEXION

FORD TRUCK GIVEAWAY

DRIVEN TO WIN



Have You Registered?

Don't forget that you could win a 2011 Ford F-150 King Ranch truck as part of the 2011 LEXION Driven To Win sweepstakes.

www.lexiondriventowin.com

The winner will be announced in January, 2012.





“First and foremost, it was value for us.”

There’s been a LEXION in the field at Herr Farms in the northwest corner of Indiana for more than a decade. It was back in 2000 that Jody Herr bought the first of what would become many LEXION combines to harvest the farm’s 2,900 acres of corn and soybeans in Lowell, Indiana. It started with the LEXION 450, and then after five years came the LEXION 560R’s in 2005. Today, the farm owns a new LEXION 730 (class 6) and they expect the same results they’ve had with previous LEXION combines – or even more.

With more than 17 years of experience in farming and the third generation on his family farm, Jody knew that changing over to LEXION all those years ago was a big decision. “At the time, when we changed to LEXION, first and foremost was value for us. The overall cost of the LEXION harvester, when compared to the competitors, was a good value. The design and engineering that went into it far surpassed the competitors, so we decided to make the move,” he stated.

Which engineering features won them over and convinced them of the LEXION combine’s value? According to Herr, it boiled down to the details that drove efficiency, fuel economy and the easy access to monitoring an operator has with the on-board CEBIS system.

Herr explained, “The horsepower and ability the machine has because of that is

really efficient for us. It does a lot for a class 6 machine,” he offered. “We can harvest efficiently and quickly, but it isn’t just about speed. We’re also really pleased with the gallons per acre we get with the LEXION. It varies whether or not the corn is wet, or the volume of corn we’re bringing in, but we average about 1.5 gallons to the acre harvesting corn 185 bushels an acre. We’re very happy with that.”

One likely reason Herr’s fuel economy is so good is the horsepower: the CAT C9 ACERT/8.8 L engine, along with CPS technology ensures the drives and electronic components that support the engine are all working in concert to deliver power when Herr needs it during harvest, but conserving fuel when the demand is not as great.

Herr also sees value in the CLAAS electronic on-board information system (CEBIS) engineered into the LEXION 730. “I think the CEBIS is a great tool for us. The whole ease of using and adjusting the machine makes such a difference,” he said. “It saves time and the ability to adjust and monitor as you’re going also saves grain. If you see losses as you’re going, you can adjust at that moment.”

The CEBIS system Herr refers to provides total machine monitoring and control, set apart by its clear, intuitive menu structure. The CEBIS display provides an overview of the combine’s status at all times. Separate



road and harvest screens provide an organized, easy-to-read display of machine performance whether on the road or in the field. All messages are delivered with an audible tone and visual icons and text. The rotary HOTKEY was added to give the operator quick access to the monitoring functions they use most.

Beyond the advantages of LEXION top-down engineering, Herr cites the dependability of both his LEXION combine and his dealer as what has kept him coming back for more over the last 11 years. “These machines have been so reliable. Any small problems we’ve had, we knew the dealers were right on the spot. It says a lot for the company that they are so dependable and really want to take care of us as customers.”

Be sure to take advantage of the Limited Edition Comfort Package now offered on all LEXION class 6 and 7 combines.

CLAAS

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\$5,000 Off Your First Annual Payment – or – \$5,000 Credit Towards Parts & Service.*

In the field, nothing can match the Intelligence, Innovation and Inspiration you'll find in the new LEXION. Take advantage of the standard LEXION Early Action Program discounts. Receive an extra \$5,000 off your first annual payment with CLAAS Financial Services or \$5,000 credit towards parts and service.

And, don't miss your chance to drive away a winner as part of the 2011 LEXION Driven To Win sweepstakes! www.lexiondriventowin.com

www.claasofamerica.com



View "The new LEXION. Further Ahead." on your mobile device.

CLAAS

Financing available through CLAAS Financial Services.

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