

CLAAS

ct

Fall
2012

corner talk



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Receive **\$10,000 Off**
your First Annual Payment*



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BOB ARMSTRONG – Editorial Director

LETTER FROM THE EDITOR

Go Ahead – See What We're Made Of

As a grower, you're not one to shrink away from a challenge. Neither are we. In fact, it's what we thrive on. So much so that we always look forward to putting our LEXION combines to the test in farm show field demonstrations.

In August, we put the LEXION combine's strength to the test at the 2012 Farm Progress Show Combine Demos. In the heart of Iowa corn country, the LEXION went head-to-head with six other top competitors through the demo fields with a goal of showcasing grain loss results comparatively. We're proud to say the LEXION 750TT combine (class 8) showed the least amount of grain loss among all of the featured combines. The closest competitor lost more than 46 percent more kernels and the LEXION averaged more than 2.5 times less grain loss than the entire field.

That kind of performance has been especially valuable to our growers, who this year weathered some of the toughest drought conditions in half a century. More than ever, this harvest season was no time to leave money in the field. Those who chose the fine-tuned engineering of a LEXION reaped the rewards of high grain prices brought on by limited yields.

To us, that's the best kind of competition, and the kind we welcome year after year. It's what keeps us at the forefront of innovation – producing machines that are Efficient, Intelligent, Resourceful and Driven. The LEXION may be a different color choice than that of your father's generation, but the performance characteristics are as strong as your old man himself.

Not only do you deserve the best, but we wouldn't have it any other way. And that's what has made CLAAS the harvesting experts for almost 100 years.

North America's LEXION FAN FEATURE

Special Delivery: Baby Lexi

Sometimes the BIGGEST Fan of LEXION can also be our LITTLEST Fan Favorite! Such was the case with the arrival of Lexi Kay Othmer, the bright-eyed youngest daughter of one of our fellow LEXION salesmen.

Whether or not Jason Othmer "brought his work home with him" when naming his daughter, Lexi, remains to be seen. He does, however, claim to have provided at least some input!

Jason, a Sales Territory Representative for the southeast region of Nebraska Harvest Center, has been working to put LEXION machines in growers' fields for the past two years. When choosing a name for their third child, Jason and his wife, Abby, both liked one option in particular – Lexi.

Lexi was welcomed into the world in April and joined her big sister, Jayla (4½), and big brother, Jace (2½).

And, while he doesn't know if Lexi's name was inspired by "a Lexus car or a LEXION combine," Jason says both parents liked the name—and it was a choice they both could agree on.

Now six months old, Lexi is "a really good baby," according to her dad. She got her first set of ear tubes recently and she's part of a household that Jason says can only be described as "controlled chaos."

Congratulations to the Othmer's on the arrival of their Baby Lexi!



Courtesy of KMP Photos

HAVE A LEXION FAN IN YOUR HOUSE?

If you're a big fan of CLAAS, or know someone who is, send your CLASS Fan Feature story and photo to:

CLAAS of America Inc., 8401 S. 132nd Street, Omaha, NE 68138 or email contactus@claas.com.

Every Seed COUNTS

Dow AgroSciences Chooses LEXION for Parent Seed Sunflower Operation

Farmers are without question a different breed. Who else, besides a farmer, would stake their very livelihood on so much uncertainty. From the weather, to the markets, to a million different decisions made through harvest, there's a lot that can turn a full year of hard work into an exercise in futility. And yet, each year farmers are filled with optimism and hope each time they pull the planter from the shed and begin the process all over again.

Dow AgroSciences Sunflower Agronomist, Philip Uphoff, is not just a farmer. He's a "farmer's farmer." Uphoff doesn't just raise crops. He raises varieties of parent seed used to create hybrids that other farmers plant. If he does his job right, he tips the scales in the favor of those farmers who have the trust and confidence to fill their planters each year with "his seed."

So when Uphoff was asked to replace two specialty two-row plot combines with something new for the 2010 harvest in the fields around Pontiac, Illinois, he knew there was a lot riding on his decision. The two-row plot combines were originally selected to be gentle to the parent seed he was harvesting. Unfortunately, seed quality and productivity were not its strengths. When Uphoff rented commercial combines from farmers to increase productivity, he found a new issue with ease of cleanout between different "parents."

When assessing his combine options, three factors dictated his decision:

1. **Quality Standards** – Unlike most farmers, Uphoff's biggest concern was keeping his machine clean. Really clean. When harvesting parent seed, there are many different varieties that must be handled over the course of a harvest. Before handling each variety, the combine must be made "kernel clean" by removing every last seed from the machine. This cleaning process took Uphoff 4-8 hours for every cleaning of the commercial machines, even knowing that the machine could never be "kernel clean", no matter how hard he tried.
2. **Gentleness** – While it's important to handle ALL grain with care, sunflowers being raised as parent seed are particularly sensitive and valuable. The slightest kernel damage can mean the difference between a healthy plant and a lost opportunity. The combine Uphoff selected had to handle his harvest with kid gloves.
3. **Efficiency** – Dow's older two-row plot combines may have been quicker to clean out, but efficient they were not. Uphoff often spent a full 12-hour day just to harvest a 20 acre field. The seed Uphoff uses to grow parent sunflower seeds is harvested in South America in the late spring. By the time he gets it into the ground in mid-June, he's already behind the eight ball. Harvest may begin in the middle of August, but can sometimes last until mid November. Often the seed is dry long before the plant matures, so he needed a combine that had the power to process green stalks. Add in the time needed to completely clean out the combine between different parent varieties, and Uphoff was looking for game-changing performance that made harvest time less of a gamble.

After an extensive search of all of his options, Uphoff purchased two LEXION 560R combines from Altorfer, Inc. in Clinton, Illinois.

Uphoff got a lot of great advice from his salesman, Doug Litwiller, as well as CLAAS Regional Program Manager, Kevin Forth and CLAAS Combine Product Coordinator, Jeff Gray.

"The people at Altorfer and CLAAS have been great to work with. They made sure everything was set properly from the start and have helped us modify these machines to turn commercial sized combines capable of harvesting thousands of acres, into "plot combines", used for harvesting one half of an acre to 20 acres" said Uphoff.



The unique design of the LEXION lends itself well to many of Uphoff's demands. From the start, he was impressed with the number of entry points for cleaning out the LEXION. "It was much easier to reach all of the areas of the combine, and be confident that the machine was "kernel clean." In fact, the job that once took 4-8 hours, now takes just an hour and a half.

The exclusive APS HYBRID SYSTEM of the LEXION offered independent speed control of the Accelerated Pre-Separation (APS) threshing system and the ROTO PLUS separation system to maintain grain quality and minimize losses in all harvesting conditions. To this day, these two features which are unique to CLAAS, work together to create the most productive threshing and separation system in the industry. No other combine can offer the level of throughput with the limited losses that LEXION can deliver.

Using a round bar concave, Uphoff has been able to handle his parent seed very gently while minimizing any loss. The 20 acre field that once took Uphoff a 12-hour day to complete, can now be harvested in an hour!

"Using the plot combines, I was losing anywhere from 20% to 50% of the seed out the back of the machine at 1.5 mph. With the LEXION machines I lose as little as 1-2% at 5 mph. We have more than quadrupled our throughput while reducing our loss by more than 45%. These machines pay for themselves!"

Entering his third harvest with the two LEXION 560R combines, Uphoff is as confident in his decision today as he was when he first made it. "LEXION proves that you don't have to sacrifice seed quality for capacity when you're using the right combine," said Uphoff.

Tough growing conditions throughout the country hampered yields for many farmers. Grain loss from poor combine performance only makes matters worse. The recent combine demos at the 2012 Farm Progress Show showcased seven of the top performing combines in North America, including a LEXION 750TT. Our challenge to those witnessing the event: count the kernels of corn dropped in the windrow behind each combine and record the results.

Don't Leave Money on

What is your current combine costing you?

To gather the information firsthand, CLAAS invited growers to take part in the combine demonstration to determine potential grain loss with a 1' x 1' "grain loss grid." Results were measured by calculating grain loss after each combine made a pass. Growers then had the ability to clear an area of the windrow created by the combine of all material other than grain, place the grain loss grid pattern on the ground and count the corn kernels inside the grid. For accuracy, repeated calculations in various areas of the windrow took place.

Using a 12-row corn head, just 12 kernels of corn recorded in the grain loss grid represents approximately 1 bushel of grain loss per acre. At today's grain prices, that's no small loss. In this year's growing conditions, what amount of grain loss would you find acceptable?



Farm Progress Show Combine Demo Results

The Farm Progress Show Combine Demos ran three consecutive days over the course of the show in corn as dry as 14% and as wet as 23%. Due to a baler demonstration that skewed measurements on day three, only results from the first two days were used. Each day, grain loss grids were handed out to the audiences and a total of 212 were turned in over the course of the first two days. The LEXION 750TT and six other top competitors ran their best machines through the field.

The LEXION showed the **least amount of losses**. The closest competitor lost over 46% more kernels. **Compared to all six competitive combines**, the losses experienced by the LEXION were **more than 2.5 times less** than the competitive average.



Don't leave money on the ground. See for yourself how the LEXION can reduce grain loss and improve your profitability. Contact your LEXION dealer today!

the Ground...

Efficient. Driven. Resourceful.

The APS HYBRID SYSTEM – advanced harvesting technology from CLAAS – blends two proven technologies: the Accelerated Pre-Separation (APS) threshing system and the ROTO PLUS separation system to form the most productive threshing and separation system available. This system allows you to control threshing and separation speeds independently for greater efficiency and an average of one bushel per acre less grain loss* than other combines.



See the efficiency of the
CLAAS APS HYBRID SYSTEM
in action!

EFFICIENT.

The **APS HYBRID SYSTEM** is the most advanced harvesting technology from CLAAS.

- The crop flow is evenly dispersed across the width of the machine
- The speed of the crop is accelerated into the threshing cylinder
- Up to 30% of all grain is pre-separated through the APS cylinder concave, significantly reducing the load on the main concave

The CLAAS APS HYBRID SYSTEM accounts for a performance increase of up to 20% with no increase in fuel consumption.



It's no wonder more farmers are
making the case for a LEXION.

DRIVEN.

For rock-solid header stability, reduced soil compaction, a smoother ride, faster transport speeds and traction under the most challenging conditions, the third-generation **CLAAS TERRA TRAC** system is the ideal solution.



- Less drive resistance, less slippage and lower fuel consumption
- Improved traction
- Low 10.5 psi ground pressure
- Up to 25 mph transport speed (LEXION 750TT)

RESOURCEFUL.

Bringing together the best components in a drive system, **CLAAS POWER SYSTEMS** are in a class of their own.

- Outstanding power delivery with the lowest fuel consumption in every class
- Premium performance with Caterpillar and Mercedes-Benz engine options
- Caterpillar T4i engines reduce engine rpm
- Reserve power delivery when the combine needs it, fuel economy when it doesn't



LEXION Bounces into a New Market – KIDS!

Not only were the LEXION field demonstrations a big hit at the Farm Progress Show, so was their newest “entry level” LEXION combine! Tier 4 compliant, producing a whopping 12-15 kp (kid power) and lightening the load at just over 1,000 lbs., this LEXION is the newest machine to take the spotlight with those young and those just young at heart.

Created initially to support LEXION Checkered Flag events and to highlight the LEXION Field Ready Reconditioned program, this bounce house was a huge hit at the 2012 Farm Progress Show and moreover at many of the other major national farm shows CLAAS attended this year.

“Enhancing the experience for truly a multi-generational crowd (grandparents, parents and kids) was what drove the addition of the bouncy combine to our farm show lots this year,” stated John Schofield, CLAAS Marketing Coordinator. “It’s great entertainment for the younger crowd and gives mom and dad the opportunity to talk with a CLAAS Product Specialist, look at the “real thing” and not have to entertain their kids at the same time. It’s considered LEXION Entertainment On Demand!”

Smiles are the greatest compliment to success and they stretched from ear to ear as kids reached for the sky and shot down the slide. It was such a success that an Iowa farmer went so far as to find out who manufactured the LEXION Bounce House just so he could order one for his grandchildren (no word whether he’s ordered yet, but that’s a follow up story for another day). No matter, we’d say that sure is one great grandpa!



*Based on head-to-head comparisons from 2007 to 2011 using a Class 7 LEXION with either an 8-row or 12-row header versus Class 6-8 competitive combines with same size headers. Results showed an average total savings of 60% less time needed in the field, an average of .5 gallons per acre fuel savings and an average of one bushel grain savings per acre. Caterpillar is a registered trademark of Caterpillar, Inc.

Post-Harvest Checklist for LEXION

“Your LEXION has just completed its work for the year and now it’s up to you, while everything is still fresh, to inspect your combine for wear items and do maintenance in order to eliminate downtime next year,” states Jeff Gray, CLAAS Product Coordinator.

A great deal of the country has seen a much earlier harvest that ended sooner than anticipated, so now is the time to get your combine prepared for next year. Gray continues, “whether harvest is early or late you’ll be ready to get in the field by following a simple maintenance checklist now, as it takes a well-maintained machine to continually improve your performance in the field.”

Refer to your Operation and Maintenance Manual for operation, maintenance and safety information for all LEXION products. If you are unsure or need assistance with your LEXION combine maintenance, contact your LEXION dealer for further service and parts support.

1. Clean the combine from top to bottom:

- Park the machine in an open area where it can be cleaned with compressed air.
- Open the grain tank doors and raise the feeder house completely.
- Open or remove all doors and shields, including the clean grain elevator door, tailings elevator door, cross auger trough doors, threshing system access covers, stone trap, unloading system cleanout doors, separation access covers, radiator rotary screen door and engine compartment door.
- Using compressed air, thoroughly remove all foreign objects, grain, dirt and dust from the entire machine.
- After everything has been thoroughly cleaned, close all doors and re-install all shields. Leave the clean grain elevator door and tailings elevator door open for storage. Prepare the machine to engage the threshing system.
- Start the engine. Engage the threshing system, header drive and unloading system. Speed up and slow down all systems several times to shake extra material loose.
- Wash the exterior of machine.

2. Clean the head top to bottom:

- Park the head in an open area where it can be cleaned with compressed air.
- It may be necessary to leave the head on the combine for thorough cleaning. If so, raise the feeder house completely.
- Open or remove all doors and shields.
- Using compressed air, thoroughly remove all foreign objects, grain, dirt and dust from the entire machine.

3. **Cab and Central Electrics:** Check for proper operation of all functions and controls in the cab. Ensure that the central electric compartment is clean and free of any moisture or foreign material.

4. **Feeder House:** Inspect for any damaged components. Replace wear components as needed.

5. **Head:** Inspect for any damaged components. Replace wear components as needed.

6. **Power Train:** Inspect for any damaged components. Check condition and operation of the ground drive system. Ensure all tires are properly inflated as per the Operation and Maintenance Manual. Ensure the proper operation of the transmission, service brakes, parking brakes, powered rear axle and steering system.

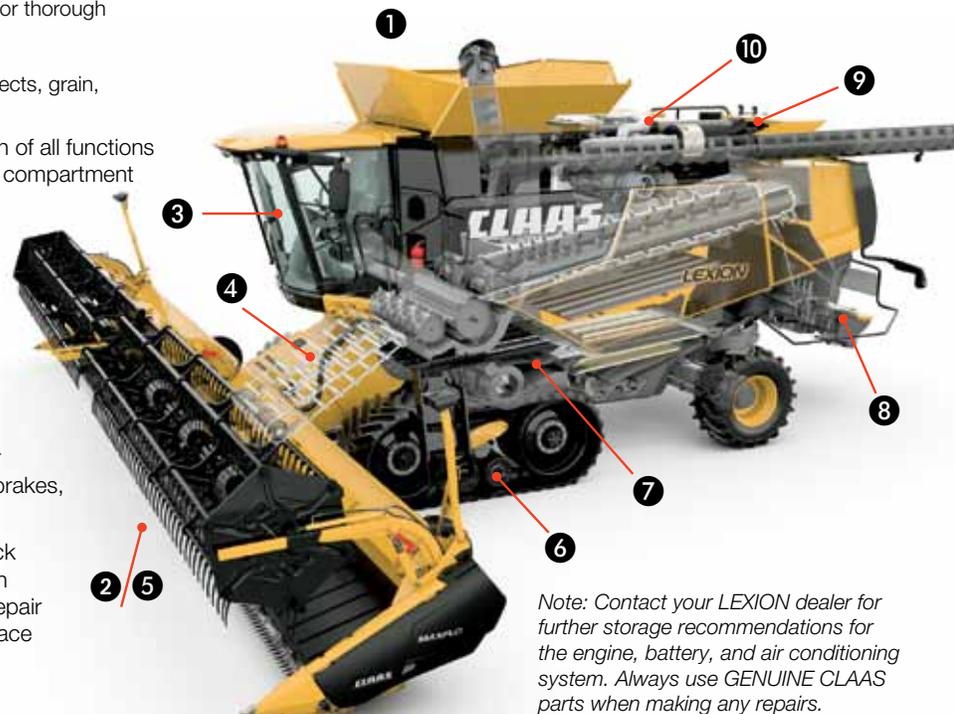
7. **Systems:** Inspect for any damaged components. Check condition and operation of threshing system, separation system, cleaning system and grain handling system. Repair or replace any damaged components as needed. Replace wear components as needed. Lubricate all serviceable bearings and grease points.

8. **Residue Management:** Inspect for any damaged components. Check condition and operation of the chopper, spreader and chaff spreader. Repair or replace any damaged components as needed. Replace wear components as needed.

9. **Hydraulic Components:** Inspect for any damaged components. Check condition and operation of all hydraulic systems on the machine. Repair or replace any components that may be leaking, broken, show signs of fatigue, etc.

10. **Engine and Drives:** Inspect for any damaged components. Check the condition and operation of the engine. Ensure the engine, fuel system, cooling system, air conditioning system and air filtration system have been serviced as per the Operation and Maintenance Manual.

11. **Storage:** Prior to storage, operate all systems on the machine to incorporate lubrication into all of the necessary areas. Speed up and slow down all systems while operating. If possible, park the machine in an area sheltered from the elements (dry, out of direct sunlight, etc.).



Note: Contact your LEXION dealer for further storage recommendations for the engine, battery, and air conditioning system. Always use GENUINE CLAAS parts when making any repairs.

NOW ONLINE!

Your Next Used LEXION is Ready to Roll!

www.harvestingworld.com

THE ONE-STOP USED EQUIPMENT SITE

Anyone who's shopped online for a used combine knows it's not necessarily a speedy process. It takes time to gather information from multiple websites and then compare the details before choosing the best package and price – not to mention locating a dealer in your area that has exactly what you want.

CLAAS knows the value of your time and has eliminated the headaches and the hassle to locate equipment online. Last fall, www.harvestingworld.com – a new virtual combine equipment showroom – was launched to coincide with the introduction of the LEXION Field Ready Reconditioned Program.

On the harvestingworld.com site you can peruse a wide selection of combines located across North America available through the CLAAS dealer network. And it's all as close as your computer. Growers can shop used LEXION combines (class 6-10 models) – as well as every competitive make and model – with just a few clicks. And since all of the dealers are part of the CLAAS network, many of the LEXION combines offered through the site are LEXION Field Ready Reconditioned.



The LEXION Field Ready Reconditioned program is a new concept for the marketplace and the industry. Not only can growers enjoy a one-stop shopping experience, they also get “peace of mind” knowing that every LEXION reconditioned combine listed on the site has gone through an 8-10 hour stringent 250-point dealer inspection.

Growers are encouraged to request a combine inspection report, which includes a thorough review of the:

- Engine
- Hydraulics
- Hydrostat
- Transmission
- CEBIS (CLAAS Electronic on-Board Information System)
- Cab controls
- Air conditioning
- Brakes
- Feeder house
- Rotors
- Cleaning
- Residue handling
- Grain handling
- Engine and hydro oil sample analysis

Customers also receive a LEXION Field Ready Customer Care Kit – complete with a new wrench set, new seat cover and a DVD with tips and tricks on how to work on your combine and videos based on the appropriate service intervals.

“We want each customer to challenge the dealer and ask for the Field Ready Inspection Report,” says Jeff Lentz, CLAAS North American Remarketing Manager. “Our program offers customers a way to know exactly what repairs have been made, what condition the combine was in when it arrived at the dealership and what the inspection finds.”

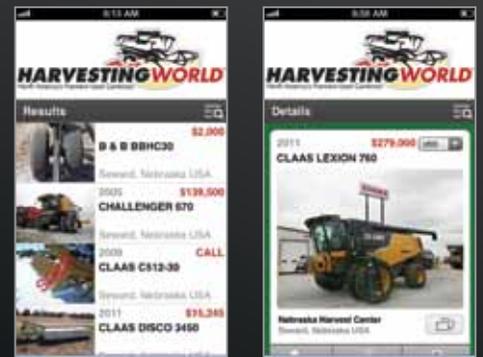
There's extra confidence down the road for growers who purchase a LEXION Field Ready Reconditioned combine. Customers receive a 75-hour SysCARE warranty with their machine – or they can upgrade to a full one-year used warranty from the dealer.

And for those who already own a LEXION combine and may be thinking about trading up, there's another perk, Lentz continues. “This is more evidence for existing owners that CLAAS truly stands behind its machines. We believe this will continue to earn market share for the LEXION brand, improve combine resale values, and open the door for competitive owners to trade in their current machines for a reconditioned LEXION.”

Go Mobile

Whether you're in the field or out on the road and need to make the purchasing decisions, you can view and communicate with a LEXION dealer on your time.

“Harvestingworld.com is a 100 percent LEXION dealer website,” states Lentz. “Our customers will find every LEXION used combine in our dealers' inventory, plus their competitive trade and also CLAAS Financial Services lease returns.”



Start shopping for your next used LEXION!

Visit www.harvestingworld.com for a look at the LEXION Field Ready Reconditioned combines available in your area, as well as announcements of Checkered Flag open house events at dealerships in your area. Checkered Flag events are the perfect place to see our LEXION Field Ready Reconditioned inventory in person!

NO Till? NO Problem!

Residue Management at its Finest

What are you leaving behind in the field?

We're not talking about grain loss. We're talking about crop residue. And for those who manage a no-till system for efficiency or as part of a conservation program, what's coming out of the back of the combine is just as important as to what's going in.

After all, effective crop residue management can go a long way in protecting the field from water and wind erosion and adding nutrients to the soil. What's more, you save on trips to the field to till and that reduces soil compaction.

Done properly, your system will deliver the desired conditions in the spring: uniform soil moisture and temperature and soil that's prime for planting and growing – not to mention the better yields and crop health you're looking for.

But with most no-till systems comes the biggest challenge: how to adjust your combine to make sure it maintains an even distribution of residue. "A quality chopper and some carefully calibrated adjustments can mean the difference between a field with an even layer of residue and one with too many irregular clumps that retain too much moisture," explains CLAAS Product Specialist, John Butterly.

In the harvest or conservation phase of no-till, CLAAS knows chop is everything. It's why CLAAS designed the LEXION 700 Series with three distinct chopper options to suit a variety of crops – while still maximizing efficiency and throughput.

With LEXION, your residue will be chopped to a uniformly short length and spread evenly across the full header width. Next spring, you'll find rapid, complete residue decomposition – and potentially find extra time, knowing that you'll make fewer passes over the field if you do need to till.



Here's a look the three chopping options you'll find at CLAAS, each engineered

MAV® (Maximum Air Velocity) Chopper

The MAV Chopper is the standard performance system found on LEXION combines outfitted for corn harvesting operations. After separation, straw or MOG (Material Other than Grain) leaves the separating rotors or walkers and falls directly into the chopper housing. Here, it's uniformly chopped to a short length by rotating knives on a chopping rotor and stationary knives.

The MAV® is equipped with:

- 60 knives (770/760/670) paired over a rotating drum with 31 stationary knives that can be engaged/disengaged according to crop type
- 6 winged fan blades on both sides of the residue management system pressurize the MOG for an accelerated exit velocity and assure a uniform spreading width of up to 35 ft.



TURBO Chop

The optimum chopper for corn and soybean residue, TURBO Chop systems are equipped with:

- Up to 88 closely arranged dual-blade knives (770/760/670) spinning at up to 3450 rpm.
- A bank of up to 62 counter knives create finely chopped residue.
- Off the sieve, chaff is collected and blown by the chaff spreader mounted directly behind the shoe.
- Chopped straw is distributed and blown into stubble via the adjustable active spreader.
- One bolt pitches the tail board up or down allowing the operator to adjust the residue spread pattern.
- Chaff is blown by the spreader directly behind the shoe before being distributed.

PRO Chop

Enjoy consistent chop quality with in-cab control when you opt for the Premium Small Grains Chopper (PRO Chop). Accompanied by two pivoting discharge arms that swivel in front of the powered distribution rotors, the PRO Chop system has the ability to ensure a perfect and top-quality residue spread across the entire working width of even the widest heads.

From within the cab via the HOTKEY – connected to the new-generation 770-730 CEBIS (CLAAS Electronic on-Board Information System) – an operator can set the spreading width, spread direction, compensation for side wind and the percentage of center overlap.

MAV is a registered trademark of Redekop Manufacturing Company.

A Winner in the Field and on the Road

LEXION has played a big role this year in the field and on the road for Bill Bendickson.

This grower, from Warroad in northern Minnesota, is the proud winner of the Ford F150 King Ranch given away earlier this year as part of the 2011 LEXION Driven to Win giveaway. Bill, along with his business partner, is also the proud owner of two new LEXION 740 TERRA TRAC (TT) combines.

By coincidence, Bill was shopping the LEXION brand when he filled out a chance to win a Ford F150 King Ranch last year at the LEXION Adventures in the Field event. He was "absolutely not" expecting to win, he says, when his name was randomly selected from more than 6,000 entries.

Earlier this year, he and his wife, Amanda, took a trip to Omaha for a VIP factory tour of the North American manufacturing facilities for LEXION combines and with that, they also took delivery of their new Ford F150.

"My wife Amanda claimed it as hers," Bill notes. "I guess it's only fair since I'd recently purchased a Ford F150 of my own at the beginning of the year." According to Leif Magnusson, CLAAS of America President, "It was a true pleasure to have the opportunity to meet the Bendicksons. We had a great time together at the manufacturing plant and enjoyed dinner before their journey home. We wish them the very best."

The very best, couldn't be any better as Bill took delivery of a new LEXION combine in July—he purchased one of the 740TT combines; his partner, Milo Ravndalen, purchased the other. With Milo, the Bendicksons raise wheat, beans, corn and grass seed.

Why did he decide to switch to LEXION from a competitor's line?

"LEXION was completely new to me. But we got a good buy on the machines and were interested in seeing the difference in the threshing systems." Now, a few months after putting them to work, Bill says he's feeling positive about the investment. "They're nice machines. It's been a good deal."

2011 DRIVEN TO WIN WINNER

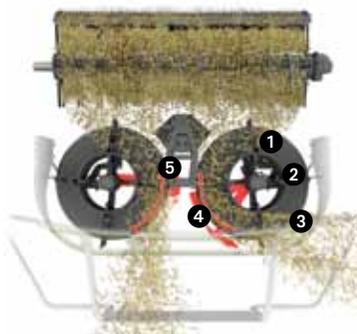


with your unique needs in mind.

The PRO Chop option features:

- Up to 108 closely arranged dual bladed knives (770/760/670) spinning at a speed of up to 3450 rpm.
- A bank of up to 62 counter knives creating the recipe for extremely fine-chopped residue.
- The chaff from the sieve is combined with the chopped straw before it is evenly distributed by the powered counter-directional discharge distribution rotors.
- Pivoting discharge arms swivel in front of the powered distribution rotors that direct material.
- Ability to adjust settings from inside the cab.

1. Spreading rotor
2. Paddle
3. Material flow
4. Outer deflector
5. Inner deflector



Have You Registered?

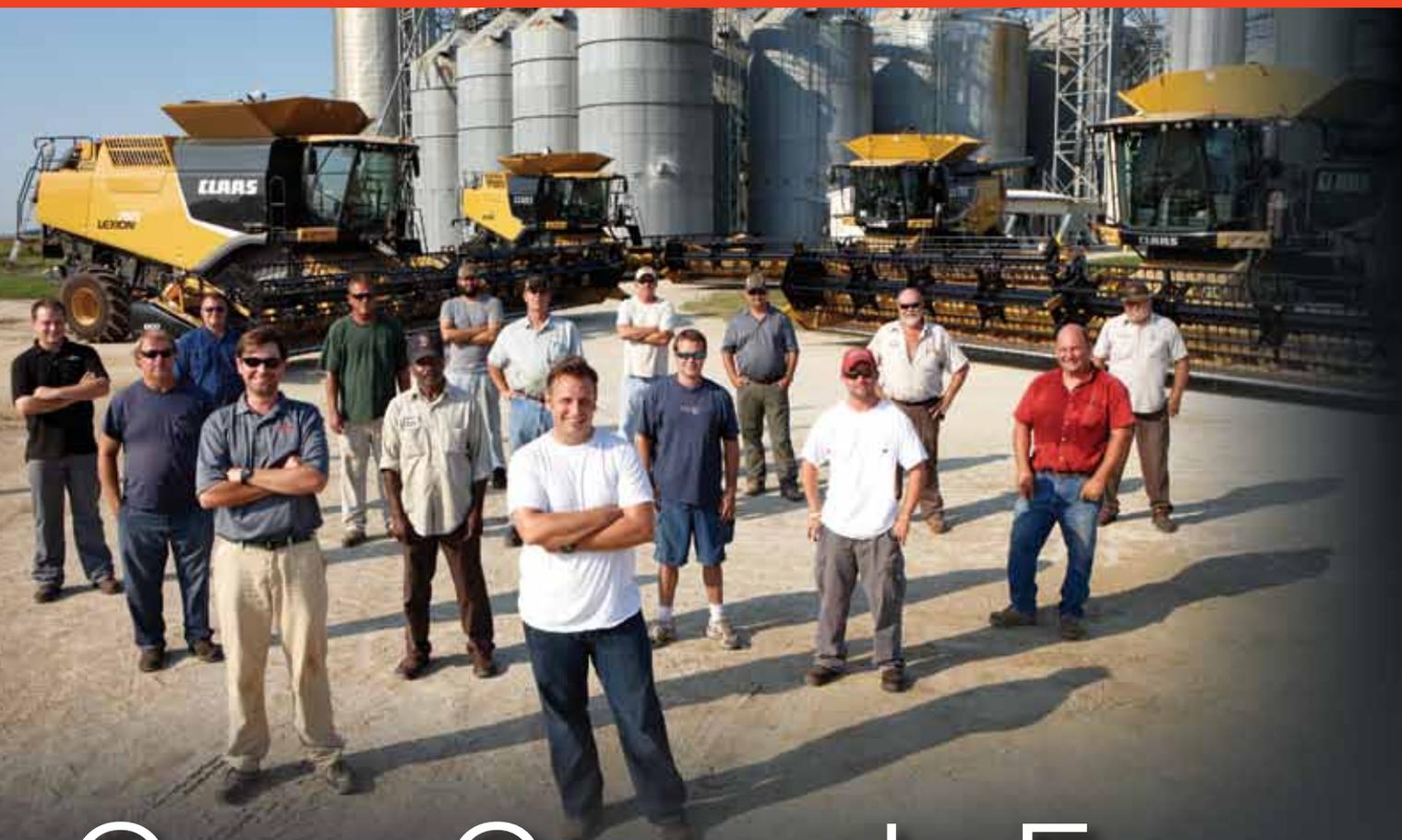
The deadline to register for a chance to WIN a new LEXION combine and header for a YEAR as part of the 2012 LEXION Driven to Win Giveaway is December 31, 2012.

www.lexiondriventowin.com

The winner will be announced as part of the CLAAS 100 Year Celebration at:

AgConnect in Kansas City, MO
January 29-31, 2013

FEWER MACHINES. MORE HARVEST CAPACITY.



Open Grounds Farm **MAKES THEIR MOVE**

Just a few years ago, it took eight or nine John Deere combines to harvest the 36,000 acres of crops at Open Grounds Farm in Beaufort, NC. Today, the number of combines have been cut to six thanks to the expanded capacity of the four LEXION combine harvesters they now own. And they're doing it with less fuel and more speed.

That kind of productivity is crucial for any operation, but especially for a farm of this scale. Open Grounds Farm, Inc. is – if not the largest, certainly one of – the largest farms east of the Mississippi River. The farm, owned by the Mario Visentini family of Italy since 1995, grows corn and soybeans. They also rent a few thousand acres to outside cotton growers.

Antonio Cinti Luciani, also from Italy, joined Open Grounds in 2003 after running a livestock ranch in Argentina. He's intimately involved in all aspects of the production, including crop planning, planting, harvesting, storage and shipping.

"The North Carolina climate can be fickle, so when harvest rolls around, time is of the essence," explained Luciani.

"We're in an area subject to weather changes. The sooner and faster we harvest our corn and put in beans, the better we feel knowing we're protecting our investment. To achieve that before the switch to LEXION, we needed a lot of machines in our arsenal to get everything to the elevator as quickly as possible," stated Luciani.

That all changed in 2011, when Open Grounds Farm made the switch to LEXION.

The decision was born in Italy, where the owners of Open Grounds saw just how well their contractors were doing with CLAAS equipment. "We knew CLAAS was one of the most respected harvest equipment companies in Europe," Luciani said. "And, we had heard about LEXION, especially the new combination of features and technology it offers."



The Care And Feeding

That included the TERRA TRAC system, which is a good fit in the wet conditions of coastal North Carolina. After much deliberation and research over a couple of years, Open Grounds made their decision to switch to LEXION.

In 2011, they put their new combines to the test – four 760TT combines each with a 40-foot soybean head. They're running their four combines along with two additional combines supplied by a contractor.

“The difference between LEXION and our old machines,” Luciani says, “was immediate.” Open Ground Farms put their LEXION combines through the paces immediately. They noticed the extra speed they gained with their new machine – from 3.2 mph up to 4.2 mph.

Their first reaction at corn harvest? “We saw that we could drive at a faster speed and it looks like nothing is being lost through the machine. We were truly impressed.”

The LEXION combines helped Open Grounds bump up harvest capacity as well – gaining up to 20% over previous years. Luciani says his team has been impressed at how heavy-duty the machines are, allowing them to control crop loss behind the combine with greater precision.

“It's remarkable,” says Luciani. “Not only did we gain one combine head (by increasing our header width) per LEXION on our soybean harvesting capacity, we noticed a big difference in productivity overall.”

Luciani looks forward to using another tool on his LEXION harvesters, CLAAS TELEMATICS. If all goes according to plan, he hopes to get the system up and running in spring 2013. “TELEMATICS will allow our owner in Italy to be informed about the productivity of the machines, just like a live report from the field. Information can be relayed in real time, allowing Visentini to track the productivity of our machines.”

That additional perspective, Luciani says, will also help personnel on the ground in North Carolina. “It will be an extra help to correct things that we cannot see because we are ‘too close,’ or may be distracted by other things.”

In an operation always looking for data to help evaluate efficiencies, those numbers are sure will give Open Grounds even more black-and-white results – and plenty more justification for making the switch.

In 2011, the United States Environmental Protection Agency (EPA) began requiring off-road diesel engines, such as those in tractors and combines, to meet stringent Interim Tier 4 (Tier 4i) emissions regulations. The drive to reduce emissions has been in the works for more than 15 years and has followed a tiered approach. Tier 1 regulation set limits on particulate matter and oxides of nitrogen emissions. Final Tier 4 regulations take effect in 2014 and require the air coming out of the exhaust to be virtually as clean as the air going into the engine.

Interim Tier 4 took effect in 2011 and requires diesel engines with 174 horsepower or more to reduce particulate matter emissions by 90 percent and oxides of nitrogen emissions by 50 percent.

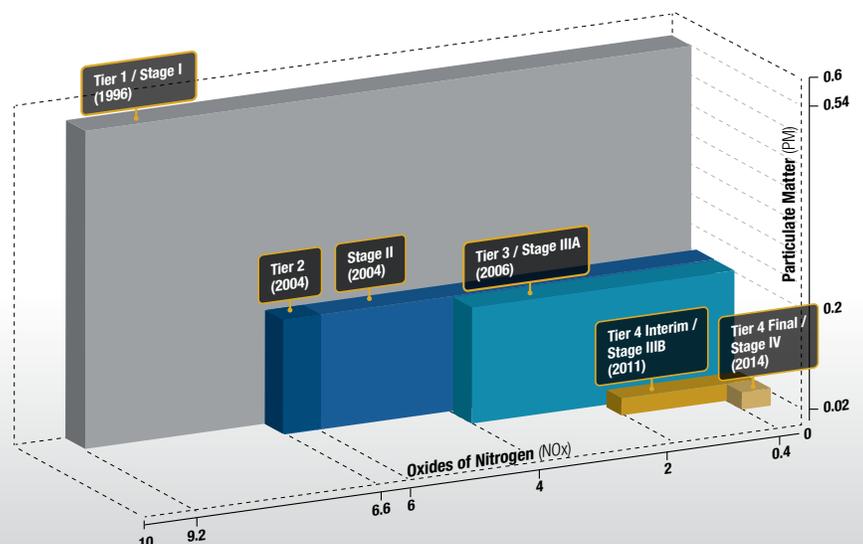
So how does this regulation affect the world's most efficient and versatile range of combine harvesters known for their combination of power and fuel economy? According to Jan-Hendrik Mohr, Director of Sales and Service CLAAS, it means that unlike the competition, CLAAS has adopted a highly systematic approach based on these permitted interim stages and offering the necessary staged technology right up to the introduction of Tier 4.

“It means that our customers are not forced to make costly investments in the next emissions standard at the present time. With Tier 4i, our customers are using a technology that already cuts out a large proportion of exhaust gases in the engine and it means further favorable pricing of our machines sold later down the line, so why pay more now?”

Jan-Hendrik Mohr
CLAAS Director of Sales & Service

Tier 4i Regulation Requirements

- Reduce particulate matter (PM) – Tiny bits of solids (soot) and liquids that form during the combustion process
- Reduce nitrogen oxide (NOx) – Gases that form when fuel is burned with excess air
- Reduce Hydrocarbons (HC) – Gaseous compounds from unburned fuel & lubricating oil
- Reduce Carbon Monoxide (CO) – Colorless, odorless gas produced when carbon fuel is not burned completely



of a CLAAS Engine in the “EPA Era”

CLAAS POWER SYSTEM

In 2011, CLAAS developed the CLAAS POWER SYSTEM (CPS), an approach to creating the most efficient, powerful and capable machines possible.

The CPS team is a group of experts from different disciplines and business sectors that work together to develop the best solutions in drive technology. The team is comprised of experienced specialists who focus on ensuring that the best engines, power train systems and other features are developed and sourced for each piece of CLAAS machinery. Overall, the group works to develop not only the best systems for power generation, but also for power conversion and power usage. Finding the most efficient ways to turn engine power into throughput is at the very heart of this process for LEXION combine harvesters.

For the LEXION, the CPS process has included not only determining the most efficient engine to use for each model, but also targeting the hydraulics, drive technologies and electronics. In addition, there's a constant focus on improving fuel economy.



CAT Engines. CLAAS Power.

All LEXION combines are equipped with T4i compliant CAT 9.3 or 13 ACERT engines with the exception of the LEXION 770, equipped with the proven Mercedes V8 T3 engine. All CAT Tier 4i engines feature the same hallmark components proven in their Tier 3 engines, the difference is advancing existing technologies and adding new technologies to achieve the required level of emission reduction.

CAT Tier 4i compliant engines include:

- Next generation fuel system with refined injection controls
- Next generation turbochargers
- NOx reduction system
- PM aftertreatment technologies
- Next generation electronics and control software

CAT Tier 4i engines are expected to improve efficiencies by up to 5%, along with reducing NOx and PM emissions by 50% and 90% respectively. This is all made possible with the ADEM™ 4 electronic control system. The ADEM (Advanced Digital Engine Management) module manages fuel delivery to get the best performance per gallon of fuel used. It provides flexible fuel mapping, allowing the engine to respond quickly to varying engine loads keeping operation at optimum efficiency. It's no wonder LEXION combines have the greatest fuel efficiency in the industry using an average of one-half gallon less fuel per acre* than similar machines in the same class.

Given changes stipulated by the EPA, the last thing a grower wants is more machine maintenance. You can rest assured with LEXION that the new CAT Tier 4i engines won't require any more maintenance than our Tier 3 engines.

CAT Tier 4i engines, also have an open ventilation crankcase (OVC) filter. The OVC filters out particulate matter from the blow-by gases and also captures and drains oil mist that has bypassed the breather.

Many manufacturers in the agricultural industry have had to commit to a single technology, because they integrate their own engine systems. CLAAS, however, has much greater flexibility in this respect. CLAAS is the only combine manufacturer that hasn't had to make such a call as they utilize both SCR and EGR technologies. The choice of system depends on the engine make and drive technology used in each model. This gives growers the choice, and they can expect the very best performance, service and quality either way.

As competitors continue to debate over SCR (selective catalytic reduction) and EGR (exhaust gas recirculation) with DPF (diesel particulate filter) technologies, Mohr shares a different perspective.

“They are focused solely on one aspect, namely fuel savings based on highly specific tests. In contrast, we look at the system as a whole from the perspective of application in the field. The discussion on SCR and EGR detracts from crucial matters,” states Mohr. “What's important is determining which system works most effectively with available engine output. In this respect, CLAAS has been and continues to be at the forefront. The engine is just one factor; efficiency in the field is key. With CLAAS POWER SYSTEMS, you can be assured of success, whichever exhaust gas treatment system is installed.”

So while others are still trying to determine the best route to take, the CLAAS strategy has moved forward and has proven to be more efficient and effective in the field meeting all regulatory standards and reassuring our growers that what you see today is in the best interest of tomorrow and our future.

To keep up to date on the latest CPS technologies, view emissions animations and get a better understanding of how CLAAS is living in the “EPA Era” visit:

www.kraftintelligenz.com.

*Based on head-to-head comparisons from 2007 to 2011 using a Class 7 LEXION with either an 8-row or 12-row header versus Class 6-8 competitive combines with same size headers. Results showed an average total savings of 60% less time needed in the field, an average of .5 gallons per acre fuel savings and an average of one bushel grain savings per acre. CAT is a registered trademark and ACERT is a trademark of Caterpillar, Inc.

Receive **\$10,000 Off**
your First Annual Payment.*



Take advantage of special financing now through December 31, 2012.

Receive **\$10,000 off your first annual payment** when you finance a new LEXION with CLAAS Financial Services.

*Offer applies only to new LEXION combine harvesters purchased in the US or Canada. Offer begins October 1, 2012 and ends December 31, 2012. In lieu of cash discounts and subject to credit approval from CLAAS Financial Services. Offer cannot be combined with any other promotional offer. Equipment must be financed at least 24 months or early settlement penalties will apply. See participating dealer for details. Product and specifications subject to change without notice.

A Harvest-Ready
LEXION in the
Shed is Worth Its
Weight in GOLD

Post-Harvest Inspection

You expect your LEXION to perform at its peak during harvest. To ensure your machine works reliably throughout the harvest it's important that regular service and wear parts are replaced. The CLAAS post-harvest inspection gives your dealer a chance to get a detailed inspection of your LEXION allowing early detection of wear and concealed damages – giving you “peace of mind” knowing that your LEXION will be ready next year when you are.

Inspection Details

- Detailed, in-depth inspection of your LEXION combine by your dealer
- Documentation of CLAAS post-harvest checklist with detailed service log
- Basis of cost estimate for necessary repairs
- Added assurance with CLAAS MAXI CARE® Service

Contact your LEXION dealer today!

CLAAS Captures Two AE50 Awards for LEXION Technologies



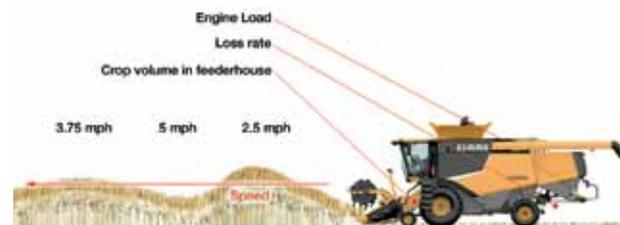
The American Society of Agricultural and Biological Engineers (ASABE) recently honored CLAAS for ground breaking innovations found in LEXION 700 Series combines. For the ninth consecutive year, CLAAS received awards showcasing their capacity to deliver product and systems technology that advance agricultural engineering.

The AE50 awards program annually honors 50 companies or products for innovative engineering in the areas of agriculture, food and biological systems. Products are judged on specific criteria; they must provide the most profound technology in their industry, improve user safety and benefit producers by saving them time, money and labor.

Two technologies caught the eyes of the ASABE this year:

CRUISE PILOT

An option found on 670, 750 high-speed, 760 and 770 LEXION combines, CRUISE PILOT simultaneously monitors ground speed, crop volume in the feederhouse, engine load and grain losses when harvesting. By anticipating peak system loads before they occur, CRUISE PILOT is able to automatically adjust combine speeds in the field to maintain optimum productivity while minimizing grain loss.



CMOTION

The ergonomic CMOTION multifunction control lever is now available as an option from CLAAS ORIGINAL Parts on all LEXION combines. The design of the CMOTION joystick enables three-digit (finger) operation of the joystick vs. the typical single thumb operation. Its unique shape and layout improves response time and accuracy while reducing the amount of stress often associated with conventional single digit (thumb) style joysticks.

Where Connections Are Made



Kansas City, MO | January 29-31, 2013

Join CLAAS at AG CONNECT 2013 for a Centennial Celebration 100 years in the making!

Showcasing several NEW pieces of equipment, this will be a show-stopping event. Visit with the top CLAAS product specialists, marvel at the progress of 100 years in harvesting technology, and be a part of the festivities as we unveil the winner of the LEXION Driven to Win Giveaway!

Make your plans now to attend and be part of a commemoration for the history books!



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Be Creative.
Be Intriguing.
Be Ready.

Contest information will follow shortly including entry submission instructions beginning in May 2013.

Early entry deadline:
June 30, 2013

Final entry deadline:
September 1, 2013

Don't wait until it's too late. Get revved up and start shooting today!

Get your camera ready and picture your **LEXION** in our **2014 CALENDAR**

Get 10% OFF!

Try any of our CLAAS lubricants or CLAAS / King Tony hand tools through March and

Save 10%!

Valid at authorized CLAAS dealer locations toward the purchase of genuine CLAAS-branded lubricants or hand tools.



Offer expires March 31, 2013.

Dealers: See the applicable CLAAS Parts Bulletin for details.

Look for your **2013** Mousepad Calendar



COMING SOON!