

CLAAS

ct
Fall
2013
corner talk



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OFFER 1

– OR –

OFFER 2

\$10,000 Off Your First
TWO Annual Payments*

FREE 2nd and 3rd Year
xtraCARE Warranty*

*See offer details on page 9.

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LETTER FROM THE EDITOR

100 Years of Family Pride

We've spent the last 100 years trying to make the lives of growers better through innovation, technology and customer service. But what lies at the core of CLAAS is family. In this issue, we've focused on families who live, farm, work and celebrate just as we do.

Not every company gets to mark 100 years of moving growers forward, and we're extremely proud to do just that. It wouldn't be possible if you didn't believe in our family commitment and our goal of bringing you better and better harvesting technologies.

We like to think that every LEXION owner feels as if they are part of our extended family. That's how we think of you. After all, without you, we wouldn't be here.

Many things change, but family tends to be there for you – to listen and to provide support every step of the way. And that's what we're here for too, now and for the next 100 years.

BOB ARMSTRONG – Editorial Director

CLAAS Website Goes Mobile

www.claas.com

Your CLAAS website is now easier to use, and not just from your PC or laptop. Now, with the completely redesigned and retooled site, you can easily navigate www.claas.com from your smartphone, tablet or any other device that provides you with Internet access.

The CLAAS site gives you access to information about equipment, parts and service, financing options and more.

Take a tour around the new LEXION 780 combine and see videos of it in action. Get a good look at the latest machine features. Take a virtual journey through the 100 years of CLAAS company history and even discover how your CLAAS equipment can help with your precision farming.

See what CLAAS has in store for you. Get mobile and get to www.claas.com today!



Other ways to connect with CLAAS



[@CLAAS_America](https://twitter.com/CLAAS_America)



www.facebook.com/yourclaas



www.youtube.com/user/CLAASofAmerica

HARD & LEXION WORK & Efficiency

HELPS FAMILY FARM EXPAND



Double Bar D Farms lies in the plains of south Saskatchewan, where the land is fertile and the growing season is short. Richard Dimler, his two sons Ken and Mark and their families own the farms. Together, they grow canola, wheat, barley, oats and corn. They also have 10,000 head of cattle for beef and breeding.

Mark says the Dimler family has seen their operation grow with larger capacity machines. "In 2005, we got a LEXION 460 to run along with four other machines. The next year, we traded all of those other combines for two LEXION 580 combines. We did as many acres (12,000) with those three combines as we had with five the year before."

This year, the Dimlers operated three LEXION 770TT combines and two 760TT combines on 25,000 acres. Since the LEXION machines have the largest capacity on the market, Dimler says they can get all of that added harvesting done in a very timely manner.

"We often harvest in pretty high moisture conditions, since we've got a grain drying facility here," he explains. "The LEXION machines are really efficient for harvesting grain with higher moisture levels."

Soil conditions are no longer an issue for the Dimler family either. "We have all TERRA TRAC machines now, and the ride quality is really good. It's smooth and comfortable."

"We never have to wait for a LEXION part," Mark says. "Our CLAAS dealer has a solid inventory on hand."

That's another benefit the Dimlers have seen. "We've never had a LEXION combine down and waiting for a part," Mark says. "Our CLAAS dealer always has parts on hand."

"It's also good to have the expanded CLAAS parts warehouse close by in Regina, SK so we can get parts quickly," he says. "The expansion of that facility really shows their commitment to this area. And it's great to see that."



PUREBRED CATTLE BENEFIT, TOO

While most of their crops are sold, some of the grain is used to feed their own cattle. A variation of corn, barley and oats are used as silage for that side of the business.

"We've got purebred Simmental, Fullblood Fleckvieh and Red Angus," Dimler says. "They're beef cattle that we raise for breeding. We host an annual bull sale every February."

"Our LEXION combines can keep up with everything we need for our purebred line of cattle."

"With our LEXION combines and our JAGUAR 930 chopper, we get really high quality straw for baling."

A REAL FAMILY AFFAIR

"Ken and I grew up on the Double Bar D Farms. We've been farming with our dad since we were kids," says Mark.

The men of the family aren't the only ones working on the farm, though. Mark's wife Julie also drives a combine and helps with the livestock. They have two sons, and their 11-year-old got behind the wheel this year, driving a grain cart and even a LEXION combine. Mark laughs, "It's his natural place to be. I could see him staying here just as we did."

Mark says his mother Marcia and Ken's wife Shauna also do bookkeeping for the farm. "It's nice having the family work together. It makes a difference when you can keep it all in the family, just as CLAAS has done," he states.

If you'd like to know more about the Double Bar D Farms, visit their website at www.doublebardfarms.com.



LEXION STRONG

The New LEXION 700 Series Enhances
Performance and **Efficiency**



MODEL	CLASS	HP (Rated/Max)	Grain Tank (bu.)	TERRA TRAC (TT) option
LEXION 780	10	543 / 590	360	X
LEXION 760	9	503 / 543	360	X
LEXION 750	8	456 / 436	330	X
LEXION 740	7	402 / 394	300/330 opt.	X
LEXION 730P	7	348 / 375	300/330 opt.	
LEXION 730	6	320 / 354	300/330 opt.	
LEXION 670 (Straw Walker)	7	360 / 394	300/330 opt.	X

LEXION owners know their combines are the best in the field and CLAAS continues to build upon that success with the NEW LEXION 700 Series combines.

Adding to the launch of the LEXION 670 and the class 10 LEXION 780 combines this past January, the next generation of LEXION 700 Series combines were launched with updated design and enhanced features at the August Farm Progress Show.

“We’ve had such success with our LEXION combines that we decided not to start from scratch,” says Jeff Gray, Product Coordinator, CLAAS of America Inc. “Yes, we did develop some new technology, but we also enhanced those tried and true features and designs to make harvesting faster, more efficient and even more enjoyable.”

Those enhancements include a bump in horsepower for all of the new LEXION combines, while delivering greater fuel efficiency and fewer emissions. The new series offers a horsepower range of 320 to 543 HP at 1,900 rpm.

With the strongest lineup of combines in the industry, LEXION showcases its strength with a range in capacity, horsepower and options to fit any field.



tinyurl.com/jwqa6mh



We didn't forget about grower comfort either. For those long days in the field, we've enhanced the LEXION combine with simple **cab comforts** like deluxe leather seats and new design elements for greater efficiency.



tinyurl.com/kexc7c3

With 543 rated horsepower, a 360-bushel expandable **grain tank** and a TERRA TRAC option, the new Class 10 LEXION 780 replaces the 770 model as the combine with the highest capacity.



tinyurl.com/nybxxyw

The LEXION 760 and 780 models both feature enhanced suspension and stability with a **4-link rear axle**,



which also allows for lateral movement, more flexibility, a smaller turning radius and increased mobility for wheels up to 67.3 inches high. The LEXION 730 through 750 models feature a new center link suspension to help better transfer the weight of the combine.

"That design is exclusive to CLAAS. It allows the rear axle to pivot and gives a swing motion for enhanced turning capability," explains Gray.



tinyurl.com/kznany5

While the largest, top-of-the-line LEXION 780 can provide the greatest capacity and the highest horsepower of any LEXION available, every combine in the LEXION family has been enhanced and improved.

Vice President of Product Marketing Bob Armstrong states,
"EVERY TIME A LEXION GROWER STEPS INTO THAT COMBINE, WE WANT THEM TO KNOW THAT THEY HAVE THE ABSOLUTE BEST MACHINE WORKING FOR THEM. AFTER ALL, THE HARVEST IS THE CULMINATION OF MONTHS OF HARD WORK. EACH AND EVERY LEXION IS BUILT WITH THAT IN MIND."

The new header drive provides for better fuel efficiency and performance on larger heads. And of course, LEXION still provides the greatest throughput and grain retention in the industry.

One of the substantial improvements on the new LEXION 700 Series combines is **DYNAMIC COOLING**. This new technology works as an efficient cleaning system, preventing dust and debris from building up on the radiator. It sits directly behind the engine compartment, drawing clean, cool air from above the combine, pulling it through the radiator and finally venting it through the engine compartment and side cooling vents.



tinyurl.com/kh6s2tu

Continued on next page



Every new LEXION combine has more horsepower with greater fuel efficiency and fewer emissions.

YOU'VE GOT OPTIONS!

TERRA TRAC (TT) equipped LEXION combines deliver a smoother, more stable ride in all kinds of field conditions. They are the fastest tracked combines in the field or on the road and with the new TERRA TRAC undercarriage, every component has its own suspension for even greater stability.



tinyurl.com/mw62r38



POWER TRAC keeps the harvest going, too, with all-wheel drive at the press of a button, even on the move. The hydrostatic drive on the rear axle provides the rare combination of added power and fuel savings.



tinyurl.com/kznany5

With an unloading rate of up to 3.8 bushels per second, the new 29.2 foot auger adds to the unloading capacity of the new LEXION combines. Coupled with the new auger is the **PROFI CAM** camera system, which is positioned to monitor the unloading process and residue management system performance.



CEMOS (CLAAS Electronic Machine Optimization System) **AUTOMATIC** continuously adjusts small grain separation and cleaning settings in constantly changing harvesting conditions. As a result, the machine is able to automatically deliver maximum throughput in wheat, canola, oats and other small grains while maintaining the highest grain quality standards and optimizing fuel efficiency.

tinyurl.com/mwkm8k8



LEXION FEATURES MAKE HARVEST EFFICIENT

- New header drive for improved fuel conservation and performance on larger heads
- Accelerated Pre-Separation (APS) system in the threshing unit for high performance
- ROTO PLUS works with APS to maximize threshing and separation efficiency.
- Optional 29.2-foot auger to accommodate wide headers.
- Larger grain tank on the 670 combine
- Longer and faster unloading auger on the 700 Series
- In-cab hydraulic HP feederhouse adjustment
- High performance cutterbars for faster cutting

These features and more add up to an amazing harvesting experience. Find out all the details and see the new LEXION 700 Series in action!

www.LEXIONSTRONG.com



Cutting the ribbon at the new Regina, SK facility.

One of the ways CLAAS celebrated their 100th anniversary was by opening the new CLAAS Parts and Logistics Centre to support dealers and growers in Western Canada.

The new facility in Regina, Saskatchewan, serves as both the Canadian distribution hub and a training academy for all of North America. Opened in May 2013, it's part of the CLAAS mission to double its Canadian sales over the next five years.

CLAAS introduced LEXION combines to the Canadian market about 10 years ago. According to Jan-Hendrik Mohr, Executive Vice President of CLAAS Sales and Service based in Harsewinkel, Germany, they've seen great success, selling about 2,000 units, with an average yearly growth of about 20 percent.

"Demand was very high," Mohr stated. "We had so much downstream parts and service business that we had to expand."

New Regina, SK Facility Delivers **Parts & Smarts**



Mr. Mohr addresses the audience at a recent open house event at the new CLAAS Parts and Logistics Centre.

"CLAAS products have a reputation for being extremely productive machines," said Division Manager for Western Canada Torey Hadland, "and our sales have increased every year. The purpose of the Parts and Logistics Centre is to provide superior parts support for our dealers and ultimately our customers."

Hadland said that the small harvesting window in Western Canada means producers need capacity to take the crops off in a timely manner. "With this facility, we can deliver parts to our dealers one or even two days faster than if we had to ship them from the parts center based in Columbus, Indiana. It saves the customer freight charges as well."

Regina has been home to a small CLAAS parts centre from the beginning, and most LEXION combines are found within the region, so it made sense to build the expanded facility there. A city of about 180,000, Regina is ideally located, with easy access to major cities in Saskatchewan, Manitoba, Alberta and British Columbia.

"Eighty percent of all Canadian parts will be supplied out of this facility," explained Mohr. "Previously, our Regina facility supplied 40 percent."

The Parts and Logistics Centre features 20,000 square feet of storage with another 10,000 square feet for training. It's the first of its kind in North America.

"We need to make sure our dealers are properly trained to handle the increased demand for CLAAS equipment," said Hadland. "The new training facility allows us to train at any time of year on products, parts and sales."

The training centre also serves customers on their CLAAS equipment, so they can make the most of every feature.

"Since opening in May, we have already trained over 300 people," said Hadland. "We're going to keep busy."

"Eighty percent of the parts will be supplied out of this facility," explained Mohr. "Previously, our Regina facility supplied 40 percent."

100 Years in the Making

CLAAS Celebrates with **WORLD FAMILY DAY**

CLAAS is the fourth largest agricultural equipment company in the world, employing thousands of people around the world. But it's also a family company – family-owned and operated since its inception in 1913.

So when it was time for CLAAS to celebrate their 100th anniversary in business, they did it the only way they knew how – with family. In September, more than 400 employees and their families attended CLAAS World Family Day at their North American headquarters in Omaha, Nebraska, and another 200 were at the CLAAS Parts facility in Columbus, Indiana. The day included a jumbotron worldwide “live” webcast so members at corporate headquarters in Harsewinkel, Germany, could join them. As well, dignitaries U.S. Senator Deb Fischer and U.S. Congressman Lee Terry ignited the audience along with members of CLAAS in Germany as they relayed the economic impact the North American CLAAS facility has on Nebraska.

Family is the CLAAS culture. After founding CLAAS in 1913 and securing the company's first patent for the "knotter", August Claas built the company with the help of his three brothers. August's son Helmut took the helm in the 1950s, and Helmut's daughter Cathrina Claas-Muhlhauser is now Chairwoman and Member of the Supervisory Board, managing daily activities of the company.

“Even as we've grown by leaps and bounds, we've remained a family company,” says Bob Armstrong, CLAAS Vice President of Product Marketing. “From August and his three brothers to Helmut and Cathrina, all of the family members have really developed the company. We're looking forward to even more advancement in the years to come.”

Engineering & Artistry

While CLAAS was thrilled to celebrate their 100th with the production of their 450,000th combine, they also celebrated in a less conventional way – through music.

Omaha is not only known for being the CLAAS North American headquarters, it's also topping the charts in production of indie music. In honor of that heritage, indie artists performed a song that CLAAS employees across the globe could enjoy. The results aired at CLAAS World Family Day beginning on one side of the globe and ending on the other.

▶▶▶▶ <http://tinyurl.com/ljjaw2t>



“The creativity and excitement that our employees had with this was just incredible,” states Leif Magnusson, President of CLAAS of America Inc. “It was really a great experience.” In addition to the 100 year celebration, groups gathered for the soap box derby racing offsite which brought ingenuity, skilled engineering and creativity to the forefront plus a chance for Magnusson to earn his racing stripes. “CLAAS is family and to be able to showcase this experience of how close our family is to our growers is to know that CLAAS is building a better way with family,” stated Magnusson.

▶▶▶▶ <http://tinyurl.com/mm8bjhy>



U.S. Senator Deb Fischer and President of CLAAS of America Inc., Leif Magnusson.



Merle Henry, from New Vienna, OH and his wife, Sylvia traveled to Omaha as part of a very special “LEXION First Glance” visit. The owners of the 450,000th combine produced by CLAAS met CLAAS of America CFO Holger Krümel and many of the workers who helped assemble their new LEXION 740 TT.

“We’re really pleased to celebrate the last 100 years of harvest excellence,” explains Magnusson, “but we’re even more excited about the next 100 years of innovation.

We’re not slowing down!”

100 HISTORICAL YEARS

1913	August Claas founds Gerbuder Claas and quickly brings his brothers into the venture
1921	The CLAAS Knotter is patented
1929	CLAAS expands to fertilizer spreaders
1934	CLAAS builds the first pick-up baler
1936	CLAAS engineers and manufactures their first combine for Germany
1953	CLAAS produces its first self-propelled combine
1973	CLAAS creates its first self-propelled forage harvester
1979	CLAAS of America is formed
1998	LEXION combines are introduced
2001	CLAAS and Caterpillar join forces to build the Omaha production facility for LEXION
2002	Caterpillar exits all agricultural manufacturing and CLAAS purchases 50% share from joint venture to continue assembly of LEXION combine range
2003	CLAAS purchases Renault Agriculture, and moves the North American headquarters from Columbus, IN to Omaha, NE
2006	CLAAS expands their Columbus parts facility
2010	CLAAS introduces the LEXION 700 Series to North America
2011	CLAAS manufactures its 30,000th JAGUAR, and the LEXION 770 sets a new world record for harvesting 675.84 tons of wheat in eight hours
2013	CLAAS Parts and Logistics Centre opens in Regina, SK, the 450,000th combine is produced, and CLAAS celebrates 100 years of harvesting excellence

STRONG SAVINGS



\$10,000 Off Your First TWO Annual Payments*

That’s a total of \$20,000 off when you finance your new combine through CLAAS Financial Services!

– OR –



FREE 2nd and 3rd Year xtraCARE Warranty*

That’s a total of 3 years warranty coverage on your new LEXION combine.

*The LEXION Early Action Program incentives are valid on new LEXION combine sales from July 1, 2013 through December 31, 2013 (with delivery after October 1, 2013). With the purchase of a new LEXION combine, one of two incentives may be selected by the purchaser: 1) \$10,000 off the first and second annual payments of a 36-month or greater retail installment contract through CLAAS Financial Services on a new combine purchase. Subject to credit approval. OR 2) receive a 2nd and 3rd year xtraCARE Warranty, giving the LEXION owner 3 years of warranty coverage. Only one incentive may be selected by the purchaser.

2012 DRIVEN TO WIN WINNER

Central Illinois Farming Duo are Driven to Win

It was one hour before the 2012 LEXION Driven to Win Giveaway ended when Ryan Albin submitted his entry. Then, just for good measure, he entered the name of his longtime farming partner Denny Long. One hour before the end of the contest.

After nearly missing their window of opportunity and being among thousands of entries, Long and Albin won the use of a LEXION 750TT high-speed combine for a year, ideally suited for their operation – a 3,000 acre farm of corn and beans outside of Camargo, Illinois. Along with the strength of the LEXION combine's performance, they will also receive the strength of support from their local dealer Altorfer, Inc.

"We're excited to try this combine because the LEXION is something different than what we have used before," Denny Long said. "I'm looking forward to the new TERRA TRAC design, the cab amenities and CLAAS APS threshing system."



WIN a LEXION Combine for a YEAR!

Register now for your chance to win a customized LEXION combine and header for a full harvest season.* Ask your dealer for details.

www.lexiondriventowin.com

Entry deadline is December 31, 2013.

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LEXION
OWNERS' CLUB



Pictured L to R: Kragh Johnson, NHC, Doug Ruskamp and Gary Ruskamp.

Passion for Farming Keeps Harpist Coming Back for More

Janelle Nadeau has two loves: playing the harp and driving the LEXION combine every harvest season.

It may seem like a strange combination, but for Nadeau, it's just the way it's always been.

"I grew up on the farm, which I absolutely loved," she says. "My heart is still there. But I've also always loved music. I started playing harp when I was seven years old.

"When I graduated from high school and I wanted to farm and play my harp, I knew it wouldn't work. For either one, you have to give it everything you've got. I chose music, and I have no regrets."

"I still get to go back to the farm for harvest, though!"

The "farm" is Nadeau Seeds, a family farm and seed cleaning operation just outside of Fannystelle, Manitoba. Janelle and her sister Kara – who works at the farm full time with parents Brian and Rachelle – are the fourth generation to farm the land, where they grow flax, wheat, oats, canola, soybeans, alfalfa, rye and more.

Janelle goes back every August for the harvest, combining and cultivating the land. She smiles as she describes their first LEXION combine, which is still operating today.

"We got this CLAAS combine from another farmer about eight or nine years ago, and I think it was only a few years old then. Anyway, it had that farm's name on a decal on the combine. Part of that name was "Blue," and we kept that part of the sticker on the combine and somehow, the name "Old Blue" just stuck. It's one of those funny family things."

"Even when we've had issues with other combines, Old Blue just keeps trucking away," says Nadeau of the LEXION 480. "My sister always tries to pretend that it's a burden to drive the old combine, but we all know she really wants to drive her."

That means Janelle is usually behind the wheel of the LEXION 760TT, which she enjoys. "The machine is comfortable!" she says. "It does a great job and Old Blue keeps up pretty well."

Nadeau does manage to bring her two lives together at times. Just take a look at her talent in the field, as it's not something you'll see everyday!

www.janelledenadeau.com/news

While you're on her website enjoying the music, check her booking calendar. Nadeau provides private concerts and music for weddings and other events in the Vancouver area all with a sense of passion for music and farming.



HAVE A LEXION FAN IN YOUR HOUSE?

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

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

2012 REFERRAL PROGRAM WINNER

When you own a LEXION, you become part of the family – the LEXION Owners' Club. And, being part of this family can have real benefits, especially when you bring others into the fold!

The LEXION Owners' Club Referral Program gives you the opportunity to win one of three grand prizes, simply by submitting names and contact information of friends or neighbors who are considering purchasing a new combine.

Gary Ruskamp (Ruskamp Feedyards) of Dodge, Nebraska is our 2012 Referral Program Winner and chose a Grand Prize of \$5,000 in Cabela's Cash.

2009 WINNER

Steve Leesman
Leesman Farms
Hartsburg, IL

PRIZE: German Adventure

2010 WINNER

Pat Sherle
Sherle Farms
Hobart, OK

PRIZE: \$5,000 Cabela's Cash

2011 WINNER

Gerald Hayes
Hayes Farms
Emden, IL

PRIZE: German Adventure

So, if you're a LEXION Owner, take into account all those who may be watching what your LEXION is doing in the field – saving time, fuel and bringing in the harvest faster – it may just be that they'd like to be riding in a LEXION too! Take a chance and you could be our next big winner.

After all, the bigger the LEXION family, the better!

BRING your LEXION in for a PITSTOP ... on CLAAS



Enter for a chance
to win a full CLAAS
lubricant package for
your CLAAS Harvester.

- AGRIMOT© Engine Oil
- AGRISHIFT© Transmission Oil
- AGRHYD© Hydraulic Oil
- AGRICOOOL© Engine Coolant
- AGRIGREASE© Lubricating Grease



Send this coupon along with your CLAAS dealership name and location, your name and location and your machine serial #, to:

Attention: PITSTOP 2014
CLAAS of America
3030 Norcross Dr.
Columbus, IN 47201

Estimated 1:100 chance of winning. Lubricant package valued up to \$1500 USD. Labor costs not included. One coupon per customer or farm. Available at participating dealers only. Winners notified by mail no later than March 15, 2014. Dealers: See the applicable Parts Bulletin for details. Valid through February 28, 2014.

CLAAS

CLAAS of America Inc.
8401 S. 132nd Street
Omaha, NE 68138

www.claas.com

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LEXION 2014 Calendar COMING SOON!

Get ready, as it's our first feature calendar of LEXION combines from growers like you! We asked you to be creative, intriguing and to capture the prize shot.

With an overwhelming amount of entries, the winners are about to be revealed and the calendar is soon to be found on your doorstep!



We thank all of those who entered this year and continue to look forward and see what our LEXION Owners will share next year!