

## **AGCO Partners with Atlantic & Southern Equipment for Sales & Support of Challenger® and Application Equipment products in Alabama and northwest Florida**

**DULUTH, Ga. — Feb. 25, 2010** — AGCO Corporation (NYSE:AGCO), Your Agriculture Company, a worldwide manufacturer and distributor of agricultural equipment, recently announced that Atlantic & Southern Equipment, LLC will provide sales, parts and service for AGCO's Challenger and application equipment products throughout Alabama and northwest Florida. Products will include the full line of Challenger farm equipment and the industry-leading RoGator, TerraGator and SpraCoupe self-propelled applicators as well as Willmar brand tenders, pull-type spreaders and material handling equipment.

"Atlantic and Southern Equipment is a strong partner for AGCO and will be an ideal representative for these brands as we move forward," says David Webster, director of sales at AGCO Application Equipment. "The company's sales process and full-service product support mirror the professional-level ownership experience that growers and ag retailers expect from AGCO, so our companies are well-matched partners."

Atlantic & Southern has locations in Lake City, Ga., and Birmingham and Theodore, Ala. As part of the new partnership, AGCO and Atlantic & Southern recently communicated initial details to existing AGCO customers to ensure continuity in business and a seamless transition. Key parts, sales and service employees who have worked with the Challenger and AGCO Application Equipment products also have been added to the Atlantic & Southern team. In addition, shop and mobile field service and parts capabilities have been added at all locations.

"We are excited to offer sales of the full line of Challenger and application equipment from AGCO as well as parts and service support for these products to agriculture retailers and professional producers across the Southeast," says Ben Land, sales manager for Atlantic & Southern. "We understand the impacts of downtime for agriculture operations and will have service available 24 hours a day, 7 days a week. We look forward to earning the business of customers in our area and believe by offering this outstanding line of application equipment we are well equipped to help them maximize the efficiency and profitability of their operations."

Land understands that a timely and smooth transition is important for customers as spring approaches. "Making sure we keep retailers and producers informed and continuing to earn their confidence is essential to our success. This is an exciting time for our business, and we are committed to a quick transition into this new product line and service offering," he says.

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**ABOUT AGCO**

AGCO, Your Agriculture Company, (NYSE: AGCO) was founded in 1990 and offers a full product line of tractors, combines, hay tools, sprayers, forage, tillage equipment, implements, and related replacement parts. AGCO agricultural products are sold under the core brands of Challenger<sup>®</sup>, Fendt<sup>®</sup>, Massey Ferguson<sup>®</sup> and Valtra<sup>®</sup>, and are distributed globally through more than 2,700 independent dealers and distributors, in more than 140 countries worldwide. Retail financing is available through AGCO Finance. AGCO is headquartered in Duluth, Georgia, USA. In 2009, AGCO had net sales of \$6.6 billion. Please visit our website at [www.AGCOcorp.com](http://www.AGCOcorp.com).

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**AGCO Corporation**

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