Show Report

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AGRISHOW 2023

Power Systems Research
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As part of our ongoing effort to collect industry intelligence and information on new products, analysts from Power Systems Research regularly attend major trade shows around the world. We share our findings with you in these Show Reports.

Special Report: Agrishow 2023

Our Power Systems Research South America Team visited the Agrishow 2023, in Ribeirão Preto-SP, Brazil, visiting customers and checking the new launches and market expectations. It's the world's largest show on Agricultural Equipment

The general expectations of exhibitors we talked with were not positive. Exhibitors carefully spoke about some factors influencing the market, such as lower commodities prices and the new government often speaking against Agribusiness that does not promote positive investment decisions.

On the other hand, the projections of business during the show surpass US$ 2,6 Billion (R$ 13,2 Billion), that is 18% nominal growth over 2022 business and actual growth of 9.5% discounting inflation. The expectation is for a recovery in commodities prices in 2H 2023. The government is also announcing more credit for this segment and OEMs are offering their own credit lines.

OEMs are investing in capacity expansion, localization and new products.

The AGCO group announced R$ 1 billion of investment on new product line and capacity in the period of 2023/2024. **Read The Article**. **Read This Article, Too**.

Only Komatsu sold above R$ 100 M (US$ 20 M) and JCB expected 47% growth on 2022 business. **Read The Article**.

PRODUCT LAUNCHES

JACTO

- Pulverizador Autonomo Brasileiro . Arbus 4000 JAV
- Spreader. Uniport 5030 NPK and Tellus 10.000 NPK
- **Read Product Information**

BALDAN. One of the highlights is the Avola sprayer, a self-propelled sprayer with a capacity of 2000 and 2500 liters that motivated R$ 150 Million (US$ 30 Mi) investment on a new unit for self propeled equipment, starting with Avola Sprayer line.

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- Sprayer Avola
- **Read Product Information**

LS TRACTOR launched Plus Forest line with models of 80, 90 and 100 horsepower.

- Plus 80
- Plus 90
- Plus 100
- **Read Product Information**

KUHN launched the Fighter Sprayer with two technologies in the same machine. The Autospray precision spraying system, which makes operations simpler, possible to select the size of the drop and the required dose, working with a wide speed range. And the I-SPRAY, a system of sensors installed in the spray bar that apply herbicide only at the weeds, avoiding waste and reducing costs. **Read Product Information**.

MAHINDRA Mahindra launched its 110-horsepower tractor (M105) at the show. Now fully manufactured in Brazil, the brand begins production of the model that serves medium-sized rural producers. Mahindra brought to Agrishow 2023 the 6675 F tractor, unique with a cabin designed for application in various fruit orchards. **Read Product Information**. Here's more **Product Information**.

TATU MARCHESAN launched its line of hydrostatic sprayers at Agrishow 2023. The first self-propelled sprayer of the brand, Kontrol model has advanced technology, 4x4 hydrostatic transmission system, free span of 1.60m, embedded technology with the AGRES monitor and power plant. **Read Product Information**.

JOHN DEERE announced that line of 7M tractors will be produced in Brazil by early 2024. **Read Product Information**.

MWM, recently acquired by Tupy, presented to the public the motor pumps in biomethane and diesel versions. Developed in Brazil, the motor pumps will compose the portfolio of products for the agricultural segment. MWM also presented its solution to convert Diesel Trucks to Natural Gas or Biomethane, with total cost 30% lower than acquiring a Natural Gas Truck from the OEM. **Read Product Information**.

CASE IH is betting on connectivity and anticipates electric tractor at Agrishow. **Read Product Information**.

Case IH and New Holland, brands of CNH Industrial, showed at Agrishow their new launches focused on precision agriculture, through new technologies, the Agxtend line. **Read Product Information**.

FCA. Dodge / Ram took advantage of Agrishow to show the public for the first time the new Limited version of the 1500 pickup. **Read Product Information**.

HORSCH do Brasil presented at Agrishow 2023 its line of Dakar fine grain seeders with the VF model. **Read The Article**.

Massey Ferguson recently launched the Fuse Guide, an electric autopilot that can be installed on new or used tractors, combine harvesters and sprayers. **Read The Article**.

Volkswagen Trucks and Bus. Volkswagen launched at Agrishow 2023 the brand's first autonomous truck. The company has just delivered the first 20 units of the VW Constellation 31,280 8x4 with this technology. **Read The Article**.

DAF Trucks Brazil presented an unprecedented version of the DAF XF, the New DAF XF Off-Road truck. **Read Product Information**.

XCMG showed the On Highway heavy EV truck for the first time for Brazilian Market, initially imported from China. **PSR**

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About Power Systems Research

Power Systems Research (PSR), established in 1976, is the leading source of data, analysis and forecasting on the global production of engines and engine-powered equipment, including class 8 vehicles. One of its databases, EnginLink,™ includes production figures down to the model level for OEMs in key market segments, such as commercial vehicles. PSR's global research network includes eight offices and stretches across 200 countries and four continents.

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