

# VALTRA TEAM



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YEARS **VALTRA**  
**UNLIMITED**

Passion for doing things differently

# UNLIMITED STUDIO TURNS 10

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EDITORIAL



**W**elcome to the first edition of Valtra Team 2023. Last year will go into the history books as the best-ever for Valtra in Europe. In the UK, Valtra performed very well and achieved a market share of 5.4% whilst in Ireland an excellent market share of 7% was achieved – a fantastic result for the brand in both markets.

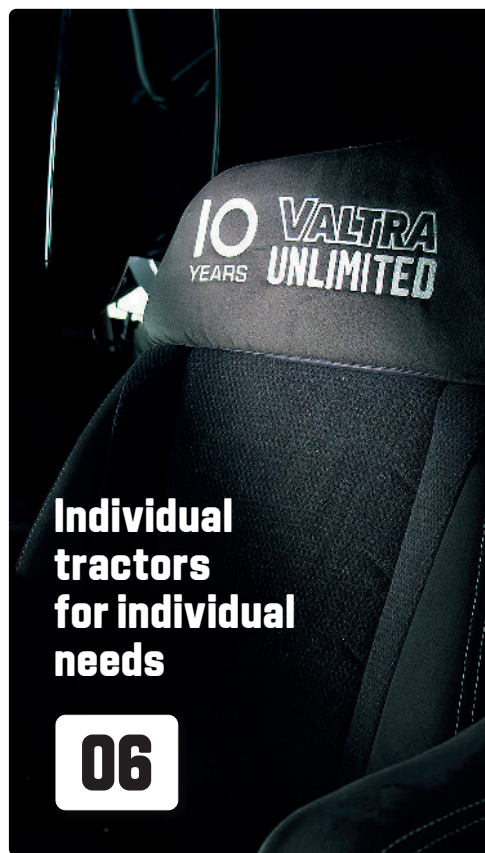
We've had a busy start to 2023 with our attendance at the LAMMA show in January at the NEC. It was great to be back after a 2-year break. We were able to showcase our full fifth-generation line-up including the all-new Q Series which generated quite a buzz. We had some fantastic feedback from customers and dealers alike.

This year we are celebrating the first 10 years of Valtra Unlimited, which offers the best unique and custom solutions to individual customers. To celebrate this anniversary two new fantastic, limited-edition packages have been launched – Valtra Unlimited 10-Year Edition or the Valtra Unlimited 10-Year Light Edition. These are both available for the N, T (Versu & Direct) and Q Series tractors. If you are interested in either of these packages head to our website or speak with your local Valtra dealer. Make sure you keep an eye on our social media for more information on the celebrations as the year unfolds.

Throughout the year the Valtra UK & IE team will once again be heading out on the road to support our dealer network with their open days and demo events plus we will be attending the Royal Highland show in June and the Royal Welsh & FTMTA Shows in July. We look forward to seeing you at these events.

Best wishes.

Alan Sanderson  
MANAGER VALTRA NATIONAL SALES UK & IE

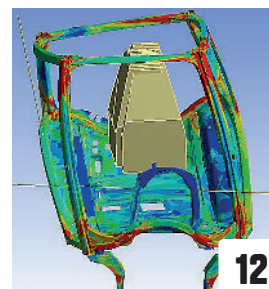


## Individual tractors for individual needs

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Cameras are extremely easy to switch from one implement to another. Extremely easy to begin using.

### Vision-based Intelligent Electronic Warnings

# MACHINE VISION KEEPS AN ELECTRONIC EYE OUT FOR VEHICLES AND PEDESTRIANS

**S**ound familiar? You are driving your tractor onto a main road, but your view is impaired by a fence, vegetation or other obstructions at the junction. Perhaps you have a mower or snow plough attached to the front that is already halfway across the road before you can see properly out the side of the cab.

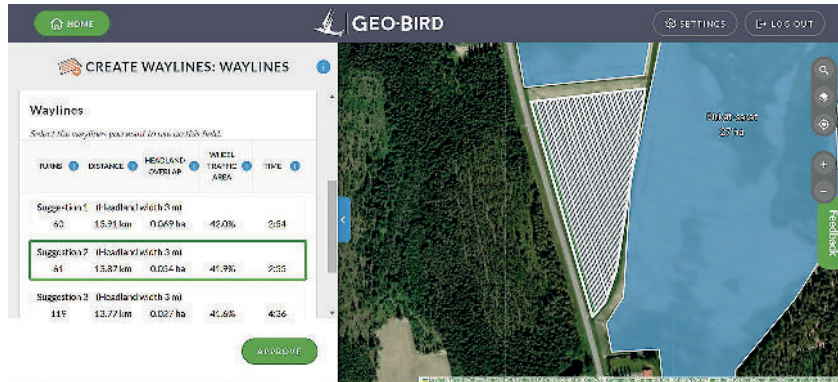
Unlimited VIEW is a new feature that solves this problem with the help of cameras and machine vision. The system's high-resolution cameras can be attached, for example, to both sides of the front implement and behind the trailer as a reversing camera. When another vehicle, pedestrian or cyclist enters the camera's field of vision, the machine vision

recognises it and warns the operator of the tractor with both an audio alarm and a visual symbol on the screen. The audio alarm can also be deactivated in congested but safe surroundings.

Unlimited VIEW is available from Valtra's Unlimited Studio as an option on N, T and Q Series Valtra tractors with ISOBUS implement management. The package includes three cameras and a separate display unit, which are connected by cables that provide both power and a high-resolution image that can be interpreted by the machine vision. Unlimited VIEW enhances safety while making tractor tasks easier and faster. •

[www.valtra.co.uk](http://www.valtra.co.uk)

# NEWS



Geo-Bird's artificial intelligence plans the most efficient waylines for free. The results can also be used in machines other than Valtra tractors.

## GEO-BIRD APP MAKES IT EASY TO GENERATE OPTIMISED WAYLINES

**G**eo-Bird is a new app that uses artificial intelligence to generate the most efficient waylines on any field. Geo-Bird works online and is completely free of charge. Users who register can save their field plans and waylines in the system, but it is also possible to use the app without registering; in this case, the field plans and waylines must be used immediately. The optimised waylines generated by Geo-Bird can be used on all tractors and machines with a terminal that uses standard file formats.

“Using Geo-Bird, farmers can draw the borders of a field or import them from their crop planning software. Geo-Bird’s artificial intelligence then calculates in just a couple of seconds the three most efficient options for waylines. The optimised waylines can be compared according to different criteria, such as the number of headland turns, distance driven, overlap created on the headland, compaction of the field and total time. The farmer can then select the one they prefer or create their own A-B wayline. Once the best wayline has been found, it can be transferred to the tractor on a USB stick, and in the future also wirelessly,” says **Johan Grotell**, Product Specialist at Valtra.

The results from Geo-Bird may surprise farmers even on familiar fields, revealing more efficient waylines than the ones they have traditionally used. Geo-Bird also facilitates Controlled Traffic Farming based on using the same waylines every year in order to prevent damage to the soil.

Geo-Bird can be used free of charge at [www.geo-bird.com](http://www.geo-bird.com) •

## GEO-FENCE MAKES IT POSSIBLE TO CREATE A VIRTUAL BORDER

Launched as a new feature in Valtra Connect in 2021, Geo-Fence makes it possible for farmers to create a virtual border. When the tractor crosses the virtual border of the area, the owner is notified via the app.

“Geo-Fence can be utilised in many ways. For example, if a tractor is being used to compress forage into a silo, the driver can be notified when transport tractors cross the virtual border and arrive in the area. Naturally, Geo-Fence can also be used to detect theft,” says Product Specialist **Johan Grotell**.

A new reporting feature was added in 2022 that enables the tractor owner to access various usage reports from the designated areas within the virtual border. This feature is especially useful for contractors when invoicing and documenting their work. •

## Q SERIES WINS FARM MACHINE 2023 AWARD

The Valtra Q Series won the Farm Machine 2023 award at the SIMA show in Paris in November. The international jury was convinced by the versatility of the new Q Series and its suitability especially for contractor work. The Farm Machine jury comprised 18 agricultural machinery journalists.

“We know we have a winning machine with the Q Series. It has exactly the power, comfort, and technology that large farms and contractors are looking for,” commented **Mikko Lehikoinen**, Vice President, Marketing Valtra EME. •

Website: [valtra.co.uk](http://valtra.co.uk)

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**Editor in chief** Katja Vuori, Valtra Inc., [katja.vuori@agcocorp.com](mailto:katja.vuori@agcocorp.com) **Editor** Tommi Pitenius, Markkinointiviestintä Pitenius Oy, [tommi@pitienius.fi](mailto:tommi@pitienius.fi)  
**Editorial** Marc de Haan, Mechan Groep, [m.de.haan@mechangroep.nl](mailto:m.de.haan@mechangroep.nl) // Izabela Zielinska, AGCO Sp. z o.o., [izabela.zielinska@agcocorp.com](mailto:izabela.zielinska@agcocorp.com) // Alessandra Dalla Via, [Alessandra.DallaVia@agcocorp.com](mailto:Alessandra.DallaVia@agcocorp.com) // Siegfried Aigner, AGCO Austria GmbH, [siegfried.aigner@agcocorp.com](mailto:siegfried.aigner@agcocorp.com) // Charlotte Morel, AGCO Distribution SAS, [charlotte.morel@agcocorp.com](mailto:charlotte.morel@agcocorp.com) // Christian Keßler, AGCO Deutschland GmbH, [christian.kessler@agcocorp.com](mailto:christian.kessler@agcocorp.com) // Sarah Howarth, AGCO Limited, [sarah.howarth@agcocorp.com](mailto:sarah.howarth@agcocorp.com) // Tor Jon Garberg, Eikmaskin AS, [torjon.garberg@agcocorp.com](mailto:torjon.garberg@agcocorp.com) // Alexander Löwenberg, Valtra Inc., [alexander.lowenberg@agcocorp.com](mailto:alexander.lowenberg@agcocorp.com) // Andriana Gerner, GVS Agrar AG, [andriana.gerner@gvs-agrar.ch](mailto:andriana.gerner@gvs-agrar.ch) // **Publisher** Valtra Oy Ab, Valmetinkatu 2, 44200 Suolahti **Coordination** Viestintätoimisto Medita Oy **Translations and editing** Crockford Communications Oy **Layout** Grafiikka Puikkonen Oy **Printed by** Grano Oy **Photo** Valtra archive if not otherwise mentioned





Q Series wins Red Dot Award: Product Design

reddot winner 2023

## VALTRA'S NEW 'BEAST' GETS OFF TO A ROARING START WITH RED DOT WIN

Valtra recently celebrated another achievement as their 'Beast' receives a prestigious Red Dot Award: Product Design. The announcement comes less than 6 months after their newest tractor, the Q Series was released. For a new tractor in a previously uncharted horsepower range, receiving such an award confirms what many farmers and contractors who have test driven the tractor have been saying – The Q Series is a well-designed tractor that perfectly suits this higher horsepower segment.

The much-anticipated Q Series was released in September 2022, and quickly garnered industry attention, picking up the FARM MACHINE 2023 JURY AWARD at the SIMA show in November. The FARM MACHINE jury praised the Q Series for its agricultural contractor focused approach.

At 230 to 305 horsepower, the

Q Series perfectly fits the gap between Valtra's 155 to 271 hp T Series and their 290 to 405 hp S Series. In test drives, customers have praised the Q Series' smooth CVT transmission, manoeuvrability, and high level of visibility for such a high horsepower tractor. To achieve this, careful consideration has been given to the design of the Q Series.

Industrial Design & User Experience Department Lead, **Kimmo Wihinen**, explains that the best tractor experience comes from listening to the customer: "Customers have been asking for a bigger T Series. We have delivered a completely new tractor. Large farms and agricultural contractors need an efficient higher horsepower tractor but with good manoeuvrability and visibility. Everything from the easy access via the aluminium steps, the all-new powerful integrated front work lights, market-leading cab comfort,

new roof design, and easy to use, fully integrated technology via the SmartTouch user interface, responds to customer feedback. Everything is designed to make the Q Series the most comfortable, and well-equipped tractor of its kind. It is the best tractor we have ever designed and built here in Suolahti. We are very happy that the Q Series continues Valtra's history of winning Red Dot Design Awards."

Valtra's previous successes with Red Dot Awards has included an award for the T Series in 2016, an Honourable Mention for the N Series in 2017, a win for the A Series in 2018, for the G Series in 2021, and, more recently, a Red Dot Award for the N Series in 2022.

Valtra's Q Series will be on the road heading to various locations across Europe as part of Valtra's SmartTour 2023. Further details can be found from the Valtra SmartTour web page. •







Unlimited Studio turns 10

10 YEARS VALTRA UNLIMITED

# PASSION FOR DOING THINGS DIFFERENTLY

Ten years ago, a couple of ingenious engineers and technicians at the Suolahti tractor factory wanted to see if they could equip tractors with even more options and accessories. The Unlimited Studio started as a cautious experiment, but its popularity surprised even its creators. These days, a third of the tractors manufactured at the Suolahti factory are equipped with Unlimited options.

TEXT TOMMI PITENIUS PHOTOS VALTRA ARCHIVE

**P**etri Loukiala, Manager of Unlimited Operations, grew up on a farm and originally joined Valtra as part of the product development team in the engine division. He was fascinated by Valtra's way of tailoring tractors as far as possible according to individual customer orders.

"The idea emerged to take customisation and customer service even further, to make them completely individual. What if customers could get all the accessories and equipment they need directly from the factory? It was agreed within the company to explore whether there was demand for such a service. Already in the first months, we began to receive inquiries from around the world, even though the plan at first was to try this only in Finland," recalls Loukiala.

In the beginning, there were no facilities, tools or even workers. Other names, such as the Custom Equipment Center and VIP were considered, but Unlimited was the most descriptive. The idea was to

make different tractors for different countries and different contracting tasks, for example.

"I come from a farm near the factory, but I knew almost nothing about Valtra when I came to work here," says Johan Oikari, the first technician to work at the Unlimited Studio. "The early days at the Unlimited Studio were challenging, as we were making custom parts behind blue tarpaulins in the corner of the hall. Then we got bigger premises, then even bigger ones, and now even these are getting too small. The best things about working here have been the feedback from customers, the variety of the work, and our great team."

## Individual tractors and small series production

The Unlimited Studio has become famous for its fully customised tractors. One farmer had special steps made for his tractor so that his dog would not hurt his paws when climbing into the cab. A sexy pink tractor was made for the Young Farmers organisation, with which they travelled around the country campaigning for agriculture pulling a hot tub on a trailer. However, a large share of Unlimited tractors these



days involves a kind of small series production.

"For example, national defence forces may order dozens or hundreds of similarly equipped tractors, and a large contractor or road authority may order similar tractors every year for road maintenance work. Even if the customers are different contractors, there are often similar solutions for forest, airport or road maintenance work," says Loukiala.

These days, the Unlimited Studio does not do everything by itself, utilising instead a large network of partners. •

The Unlimited Studio has equipped thousands of completely unique tractors according to individual customer preferences and for specific tasks, such as road maintenance, forest contracting, airports and the defence forces.



Valtra salesperson and farmer Jarmo Tynilä purchased the world's first Unlimited tractor in 2013. He didn't know about the special features of the N163 Direct that he had ordered until the tractor was unveiled.



## First Unlimited tractor purchased by a tractor salesperson

TEXT TOMMI PITENIUS PHOTOS VALTRA ARCHIVE

**J**armo Tynilä is a tractor salesperson at AGCO Finland's Seinäjoki location, but he also runs his own grain farm for which he ordered a new Valtra N163 Direct at the end of 2012.

"The marketing manager called before the delivery of the tractor to ask if it would be a problem if the machine was delayed a little while a few test installations were done on it. I asked what exactly was going to be installed on it, but the manager just said not to worry, it will be good," Tynilä recalls.

Tynilä saw his new tractor for the first time at the beginning of 2013 at a meeting of Finnish sales personnel – and he was surprised.

"My new tractor was there on display when the Unlimited Studio concept was introduced to us salespeople. It had better audio, tinted windows, Unlimited floor mats, lights on the pedals, 360-degree waist lights, additional lights on the front fenders, carbon fibre body wrap, and a heated wiper blade. I wouldn't have needed many of those accessories myself, but I quickly noticed that the better audio increases comfort enormously, while the tinted windows keep the cab cooler. At first, many salespeople wondered if any customers would actually order such equipment for their work machines, but now we know they do."

Around 60 to 70 percent of the tractors sold by Tynilä now go through the Unlimited Studio. Once customers order Unlimited options for their tractor, they will also want them for their next machines.

"In the Unlimited Studio, tractors can be equipped even more comprehensively, ready for work, and all equipment can be covered by the same financing and warranty. The tractor is tailored to the customer's work like a glove."

Tynilä's ten-year-old Unlimited tractor is already with its next owner.

"I had it for five years and drove it for 2300 hours. It was one of the best tractors I've had, and probably the best looking. Unlimited options are highly desirable even when used and can make it easier to sell the tractor." •

### SPECIAL 10th ANNIVERSARY PACKAGES

#### Unlimited 10 years Light Edition packages

- Extra USB outlet
  - Phone holder with wireless charging
  - Special logo on steering wheel
  - Unlimited 10 years sign on ignition lock
  - Unlimited signs on exhaust and air intake
  - Unlimited floor mat and seat cover
  - Unlimited 10 years sticker on SmartTouch armrest
- + Gift set (bag, LED headlamp, multi-tool and cleaning set)

#### Unlimited 10 years Full Edition (in addition to the above)

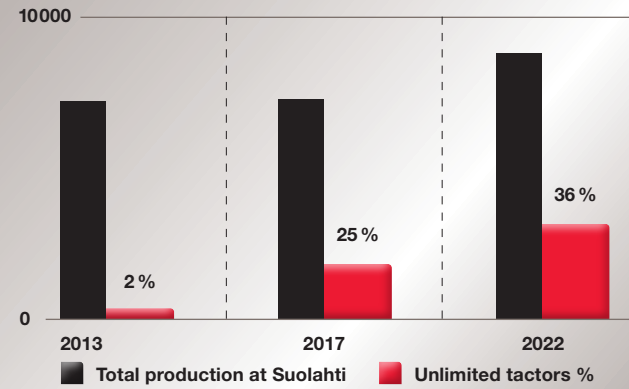
- Black leather driver's and passenger seats
  - New monitor hardware
- + Gift set (same as Light plus Valtra Collection gift certificate for the purchase of an Unlimited jacket)

**10 YEARS VALTRA UNLIMITED**



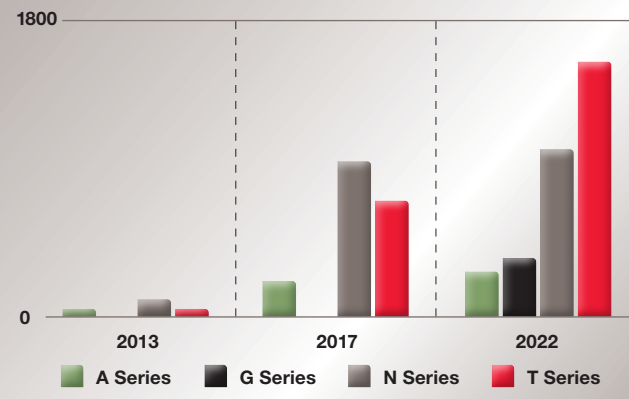
# Unlimited 10 years in numbers

## Unlimited tractors, share of total



The number of Valtra tractors equipped in the Unlimited Studio has grown each year over the past decade. Today, one in three tractors manufactured at the Suolahti factory goes through the Unlimited Studio.

## Unlimited tractors by model series



The popularity of the Valtra T Series has grown over the years. Otherwise, the share of Unlimited tractors corresponds generally to the popularity of the model series.

## Top 5 most popular options

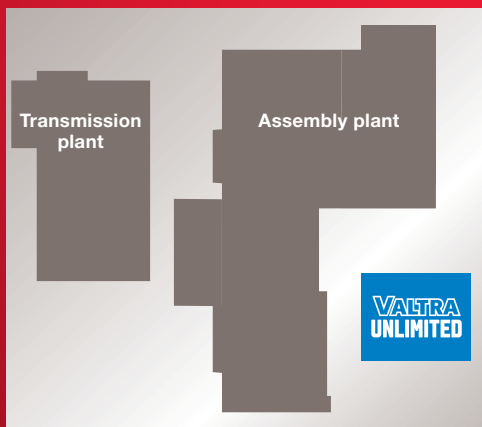
1. Special paint
2. Auxiliary and warning lights
3. Auxiliary hydraulics
4. Additional power outlets and electrical connections
5. Special interiors



## Number of Unlimited installation places

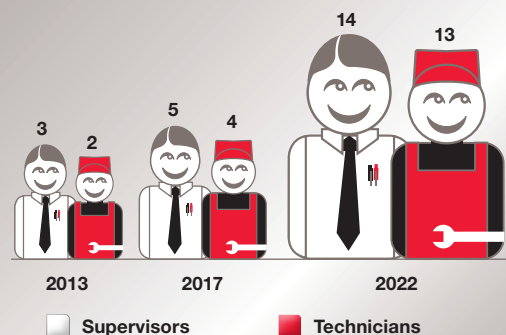
- 2013  
2 installation places
- 2023  
10 installation places

## Deliveries of Unlimited tractors by country



The Unlimited Studio is situated at the Valtra factory in Suolahti.

## Number of Unlimited employees



The number of employees working in the Unlimited Studio has also grown over the years. In 2013, the Unlimited team included five men but no women. This year, it has 21 men and 6 women.

Australia  
Portugal  
Belgium  
Slovakia  
New Zealand  
Slovenia  
Moldova  
Estonia  
Japan  
Lithuania  
Latvia





Many of Kent's major road verges are looked after by Direct Enviro Services Ltd, using two Valtra N-series tractors with Spearhead Twiga S67 Orbital hedgecutters which were supplied and maintained by Crawfords.

## Customer Focus

# DIRECT ENVIRO SERVICES, VALTRA FLEET

A Kent-based contractor who specialises in hedge and verge cutting on the county's major routes says his Valtra tractors supported by the Crawfords team are ideal for the task.

TEXT AND PHOTOS DAVID WILLIAMS

**T**rading as Direct Enviro Services Ltd and based at Tenterden, **Will Clarke** and his father **Paul** started the family business nine years ago after Will had gained experience working for another highways contractor. Their first Valtra was one of the earliest supplied by Crawfords soon after the dealer expanded its trading area to include Kent. Now Will runs the business, assisted by his sister **Grace** and his wife **Leanda**, and employs a team of 10 people.

### Bombproof tractor

"Our first Valtra was a T153 Direct," Will explained. "The business consisted of just me with a single tractor and although I specialised in hedge and verge cutting, I also offered an agricultural contracting service. Relying on just one tractor meant that I needed something reliable and efficient, and the Valtra seemed bombproof. Because Crawfords had only recently started trading in the area the deal on offer was particularly attractive, and I also gained a lot of publicity for my

new business through Crawfords' own marketing activities at that time."

Two years later, Will traded in the T153 for another Valtra.

"I looked at other brands, but I preferred the Valtra and the aftersales service from Crawfords had been amazing," he said.

"A lot of my highway maintenance work was at night, but any time that I needed help then members of the service department were always available, and did everything possible to keep me



working. So, in 2016 I replaced the T153 with an N174 Direct.”

Rapid business growth including winning a contract to maintain the verges beside the county’s high-speed roads meant that a second tractor was needed only a year later. A nearly new T174 Direct and a second Spearhead hedgecutter from Crawfords were purchased, and a full-time operator was employed.

### **Powerful and manoeuvrable**

Now the company’s fleet consists of an N174 Direct and an N135 Direct, both with Spearhead Twigga Orbital S67 6.7m side-arm hedge and verge cutters, and Vortex front mowers.

“When we stopped offering the agricultural contracting service to focus on local authorities and highways contracts, this meant we no longer needed a tractor as big as the T-series.”

“For verge cutting, the extra manoeuvrability of the N-series is an advantage, and it uses less fuel. We opted for a slightly smaller side-arm with 0.5m less reach, but when our McConnell barrier mower is fitted it’s still a very heavy combination. The N-series handles it easily though. The tractors are very powerful and



Will Clarke says he is confident that if a problem occurs, the Crawfords service team will always be available to assist.

capable for their size.”

### **Operator comfort**

Will said that operator comfort is a priority.

“As far as possible, we have one operator to each machine, and I think that it’s easy to take a pride in the Valtras, so they are looked after well. We have always specified Valtra’s Direct CVT transmission for its ease of use. It’s extremely smooth and the ideal speed can be selected for any situation. It’s great for shuttling too. Roadside hedge and verge cutting requires frequent changes of direction, and with Direct transmission there is no clutch or gear lever to worry about. The operator just touches a joystick-mounted button.”

### **Can’t fault Spearhead**

The Spearhead hedgecutters are also supplied by Crawfords and updated every three to five years. The conventional flailheads have a 1.2m cutting width and larger 1.5m rotary heads are fitted for working on overgrown hedges where they cut through thick branches with ease.

“We have always used Spearhead and can’t fault the reliability or build quality, and it’s very convenient that they are backed up by the Crawfords team too,” Will continued.

### **Fixed cost servicing**

Looking after most of Kent’s major roads and motorways keeps Will’s team busy throughout the year. The two Valtras each work approximately 1,400 hours annually and are maintained by the Crawfords team. Will said that arranging servicing through Service Advisor **Steph Nuth** is always straightforward, and most servicing is carried out on site. A service package negotiated when the tractors were purchased means the costs are fixed allowing accurate budgeting, and payments are made quarterly.



The operators carry out daily checks before starting work.

“Working for local authorities means we have to be thorough and keep accurate records,” confirmed Will.

“The Valtras are well designed and everything is easy to get at, so the checks don’t take long.”

### **Loyal to brand**

Two new N175 Direct tractors are on order to replace the current machines.

“We didn’t look elsewhere as the Valtra package is hard to beat,” said Will.

“The latest models feature significant cab improvements including new controls and I think that they will be even more popular with the operators.

“Since we started dealing with Crawfords both our businesses have grown which creates challenges, but we still receive great back-up from the service team and know that if a breakdown occurs at the weekend or at night there will be someone available to get us out of trouble.” •

# TECH

Engineering



Antti Korolainen and Harri Pietiläinen test a tractor in the cold laboratory. The tractor is running on a testbed, while the engineers study the results from behind the glass.

Testing first on the simulator

## THEN IN THE LAB AND FINALLY ON THE FIELD

The world is changing, tractors are changing, and the product development of tractors is also changing in step with technology. Simulators are increasingly used to test new tractors and their subassemblies. These simulators do not replace laboratory or field tests, but they have come to support them. Tractors tested in simulators are much readier when they arrive at the laboratory or field.

TEXT AND PHOTOS TOMMI PITENIUS, VALTRA ARCHIVE

**V**altra's product development laboratory in Suolahti is reminiscent of Q's workshop in the James Bond films. Glancing around, you can see the development of tractor

technology for the next five years – and further. The Engineering Centre contains a design studio, brake benches, a semi-anechoic quiet room, a cold room, salt spray chambers, vibration benches, large

3D printers and a hydropulsator that could twist a tractor to bits. Of course, this would not be a very smart test; typically, a hydropulsator is used to vibrate a tractor frame or a lifting device over an extended



## In the new laboratory, the desired temperature will remain constant, and the desired humidity and wind can also be created.

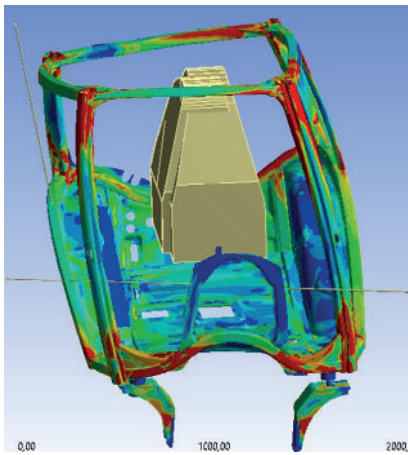
period a few months.

“The role of simulators is growing all the time, and we at Valtra are pretty much at the forefront in this field. Virtual testing allows us to test a new tractor and its components long before building the first prototype. When the same test is then carried out with an actual transmission, engine or cab, for example, we can then use the results also to further develop and refine our simulators,” says **Henry Palonen**, Director of Engineering.

Virtual testing also offers a lot more repetition than in real-life tests. The testing cycle is much faster than, for example, planning a modification to a certain module, ordering the parts, assembling, running the tests and then further tweaking it according to the test results. With prototypes this can take months or even a year, compared to maybe only weeks or days with a simulator.

### Parallel rather than incremental testing

Testing individual modules is also more efficient than testing an entire



The role of simulators is growing all the time. In this picture, a simulator is being used to test the torque rigidity of a cab frame.

tractor. The engine, transmission and cab can all be tested at the same time virtually or in laboratories. If they were all attached to a prototype tractor, engine testing would have to wait until the transmission tests have been completed. Nevertheless, the end product, the tractor, still has to be tested carefully.

“The product development process as a whole is not shorter than before, because tractors have become so much more complex, but we are able to do more testing in the same time than before,” Palonen clarifies.

Valtra’s engineering team collaborates closely with parent company AGCO’s other 29 engineering centres. In total, 2500 people work in product development at AGCO, of including 200 in Suolahti. In addition, hundreds of more people work on product development projects related to Valtra, for example at engineering firms and suppliers.

“The Valtra Engineering centre in Suolahti has the resources to design the entire tractor from start to finish. However, every Valtra also uses components that were designed elsewhere, and similarly, other AGCO tractors use components designed by us. What would be the point of designing three slightly different rear linkages, for example, for different tractor brands? Now one team can focus on this while the other two can design something else that is more useful for the customer,” says Palonen.

A new design studio and “four-season” test room will also be built in Suolahti in the near future. The current cold room is capable only of simulating freezing temperatures



Industrial Designer Henri Hokkanen works on a plastic model of an armrest. A lot of plastic, wood and 3D-printed components are used in the design studio to make full-size mock-up models of future tractors and cabs.



Jan-Erik Karjula operates a tractor on the testbed. The results will be used to further develop both the tractor and the simulator.

that are hard to keep steady when a powerful tractor is running. In the new laboratory, the desired temperature will remain constant, and the desired humidity and wind can also be created. •



Valtra's spare parts centre in Suolahti stocks a large number of ready service packs for different models and tractors of different ages, including packs for bigger and smaller services.

Valtra innovation spreads in the machinery industry

# SERVICE PACKS ARE CONVENIENT FOR BOTH TRACTOR TECHNICIANS AND OWNERS

TEXT AND PHOTO TOMMI PITENIUS

Service packs have been a Valtra speciality for over 20 years already. These days, competing tractor brands and manufacturers of forestry and heavy machinery have also introduced similar service packs.

“Service packs make work easier and faster in terms of both spare parts and maintenance. All the necessary parts can be found in the service pack, so they do not need to be collected at a spare parts location. This speeds up work and makes everything more efficient. Service packs also help ensure that all the necessary parts will be replaced and nothing will be forgotten,” says **Jussi Anttonen**,

Manager, Parts Sales.

With the exception of lubricants, each service pack contains all the parts needed for servicing the tractor model in question, such as air filters, oil filters and gaskets. Service packs are available for the 500- or 1000-hour service intervals of older tractors, as well as the 600- or 1200-hour service intervals of newer models. Each pack also includes bags for disposing old and dirty filters.

**More affordable than purchasing individual parts**

The contents of service packs are more affordable than if purchased separately. Service packs also save

a lot of work collecting parts both at the central warehouse and at the dealer. Valtra’s service packs are put together at the spare parts centre in Suolahti, Finland.

“Around 70 percent of service packs go to authorised service dealers and 30 percent directly to tractor owners who perform maintenance by themselves. This shows how professional service technicians also prefer using them.”

Service packs are indeed an easy way to keep tractors in good condition and maintain their resale value. Maintenance is an investment that pays for itself in terms of reliability and later when selling the tractor. •





New Q Series on display on the Valtra stand at LAMMA 2023.

# LAMMA 2023

TEXT SARAH HOWARTH PHOTOS TOM WRAGG

The 2023 LAMMA show returned to its traditional January slot at the NEC Birmingham on the 10th & 11th January. The Valtra UK & IE team we thrilled to be back in Hall 9 at the show after an absence of two years.

The show was an opportunity for

the wider public to see the all-new Q Series for the very first time, along with the complete line-up of fifth generation machines from A through to S Series.

To help celebrate the 10-year anniversary of Valtra Unlimited many of the machines on display were

fitted with unique Unlimited features and the show proved to be the perfect platform to showcase the new Valtra Unlimited VIEW – Vision-based Intelligent Electronic Warnings – recently released for the 10-year celebration.

We were overwhelmed with positive feedback from customers, dealers and Valtra Brand ambassadors who were all out in force to support the show and the brand and helped to make it such a success.

The dates for next year are the Wednesday 17th and Thursday 18th January. Please keep an eye out on our social media for more information and for details of other shows and events we will be attending later this year. •

New Valtra Unlimited VIEW demonstration to customers at the show.







At the Østlandet training area north of Rena, the Norwegian defence forces uses Valtra tractors and Valtra Guide to keep 250 kilometres of forest roads open during winter.

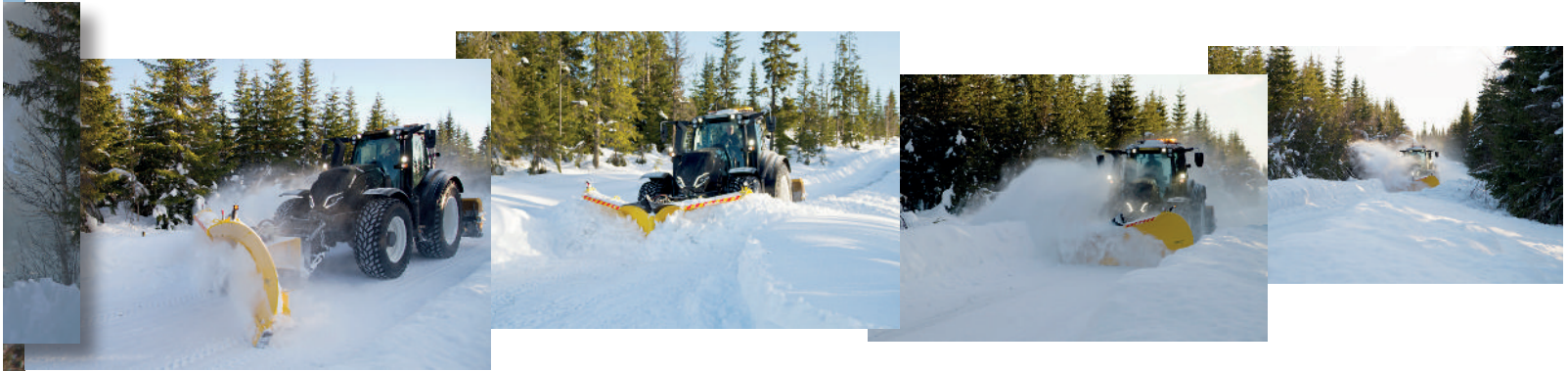
Valtra tractors at work for the Norwegian defence forces

# VALTRA GUIDE MAKES SNOW REMOVAL EASY

At the training area used by the Norwegian defence forces in Østlandet, there are 250 kilometres of forest roads that must be cleared of snow in winter. Fortunately, Valtra Guide makes snowploughing as cost-effective as possible. In fact, the automated steering feature saves a week in working time just by reducing the need to install markers along the roadsides in autumn.

TEXT AND PHOTOS LARS OVLIN





“The biggest advantage of using GPS technology to clear the snow is that we can prioritise which roads we plough based on where there is shooting activity without having to be concerned about other roads being snowed down. It saves us a lot of stress. Just by not deploying snowploughing markers, we save approximately seven whole days of work,” says Lieutenant Colonel **Tor Åge Tøsdal**.

Tøsdal is responsible for the 193-square-kilometre shooting range and training area Regionfelt Østlandet, just north of the town of Rena. It has around 400 kilometres of forest roads, 250 of which must be cleared of snow during the winter.

“We only install snowploughing markers along the roads that will be ploughed by trucks. Using a tractor is more efficient, cheaper and faster than the twin spin wheel loaders we previously used for the same job,” Tøsdal says.

His team now uses a Valtra T255 Versu and two Valtra N174 Direct tractors that were supplied by Eikmaskin, the Valtra importer in Norway. The tractors are serviced locally by dealer Akershus Traktor.

“Before the first snowfall, we drive along the roads to program the Valtra Guide. We have chosen to run a centre track as a starting point. If the roads closes up with snow, and that happens quickly up here on

the bare mountain, it is easy to open them again.”

Tractor operator **Kjell Bekkelund** appreciates how Valtra Guide has made his work easier.

“Valtra Guide has been easy to get started with. Once you have driven up a road, you can just start the automated steering and sit back, confident that the tractor will do the job with just a few centimetres of accuracy,” says the fit 60-year-old with nature photography as a hobby.

With altitudes of over 1000 metres, conditions at the Østlandet training area can change quickly from clear skies to dense fog and a full storm.

“Last winter, I cleared a road with 50 to 60 centimetres of light snow when visibility in the mountains suddenly worsened. Fortunately, I had driven two circles at the turning point, so when the tractor started to turn by itself, I realised that I was at the end of the road. The Valtra drives itself so comfortably that I can drink my coffee and enjoy the view,” Bekkelund admits.

The Valtra tractors with Valtra Guide and Valtra Connect have made working days more efficient, but just as important is good service from the local dealer.

“The shooting range opened in 2006 and we purchased our first Valtra in 2007. We have always received excellent support from Akershus Traktor, and they always answer the phone if we have any questions. That provides extra security when it is busy out on the training area,” emphasises Bekkelund. •



Tractor operator Kjell Bekkelund says Valtra Guide has been easy to use. He and his colleagues save seven working days by having to install fewer snowploughing markers.



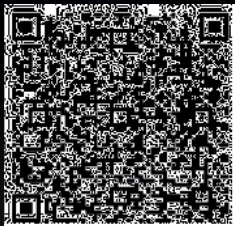
# YOUR TRACTOR. YOUR WAY.

You are the expert of your work. We are the expert of tailoring machines and getting them from the factory to the action, as easy as it gets. Meeting and exceeding your expectations is our passion.

When your tractor is built with you and for you, it can do the work of five different machines. With all the needed features and the right level of smartness, your Unlimited machine supports you in all your tasks, through all your working days.

With Love and Passion,  
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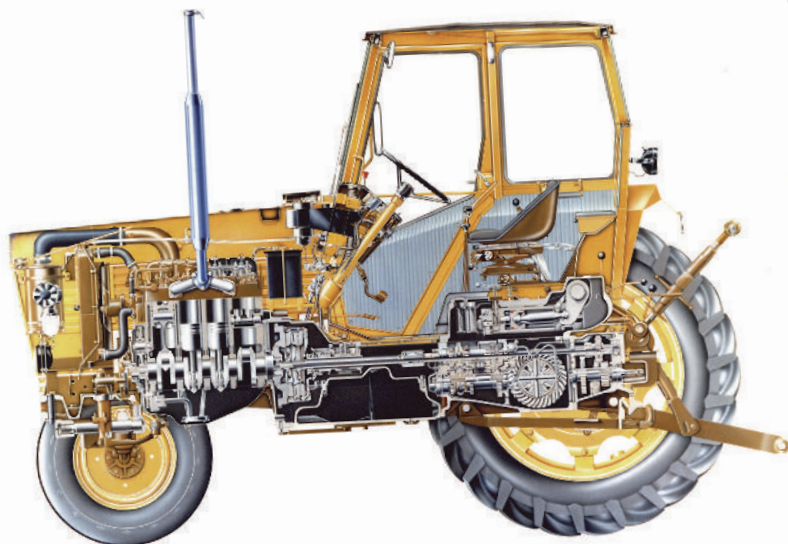
SCAN ME



**10**  
YEARS **VALTRA**  
**UNLIMITED**

**YOUR WORKING MACHINE**





A cutaway drawing of the Valmet 702 hand drawn by Antamo Vaajakallio in 1976.

## 02 Series INTRODUCED NEW FEATURES EACH YEAR IN THE 1970S

Valmet adopted the model series approach with the 100 Series back in the 1960s. The second model series was the 02 Series in the 1970s. As with its predecessor, the 02 Series introduced new tractors and features each year throughout its production run. While the cab on the bigger 100 Series models were marketed as the farmer's office, a truly ergonomic cab was introduced only with the 02 Series. The working conditions inside the new windtight, warm and quiet cab were the best on the market. Other tractor brands also began marketing "winter cabs", but they were no where near the level of the cabs on the 02 Series or the closely related Volvo BM.

Customers were used to the fact that tractors in several different size classes were available from the same tractor brand at the same time. The 02 Series kicked off with the smallest tractor model in 1971, when the Valmet 502 entered the market. Demand for this model, boasting the quietest

cab on the market, was strong. The cab floor was flat, and hydrostatic steering came as standard. Even more attention was paid to the conditions for the driver, and proper ergonomics were introduced on tractors.

The Valmet 702 introduced a year later in 1972 was a natural addition to the model series. This model also featured a new quiet and warm cab. For the first time, proper attention was paid to cleaner emissions with a new engine. When the Valmet 1102 was introduced in 1973, the 02 Series could boast three "ergonomic" models. The two biggest models featured 4-cylinder engines, with turbocharging on the biggest model. Customers could then choose the tractor that best

suited their individual needs.

The 02 Series was further expanded in 1975 with the launch of the Valmet 702S, which featured a turbocharged engine producing 102 hp (SAE). The new model was considered more suitable for farming, whereas the Valmet 1102 was better for contracting. A six-wheeled model with a bogey axle, the Valmet 1502, was introduced at the same time. Although it was the first Valmet tractor to feature a six-cylinder engine, demand was weak. However, a four-wheel-drive version of the Valmet 1102 was launched the following year, which had the pulling power to meet the needs of customers looking for the biggest tractor. Further opportunities were seen in the contracting market, leading to the development of industrial models, including diggers, loaders and even modified airport tractors based on the Valmet 1102.

The model series gained another new model in 1978 with the launch of the Valmet 602, which was designed for smaller farms. Its three-cylinder engine produced 58 hp DIN (approximately 65 hp SAE). Compared to the Valmet 502, its engine capacity increased to 3.3 litres with a longer bore. In the same year, the Valmet 702 and 702S models were offered for the first time with four-wheel-drive. As a result, the 02 Series came to comprise ten tractors in total: 6 different basic models, of which the 4 biggest were also available with four-wheel-drive. •

Model	Launch year	Engine / volume, cylinder	Output (SAE)	Transmission	Tyres front-rear	Mass, kg
502	1971	310B/2,69 L, (3-cyl.)	54 hp/2300 r/min	6+2 R	16"-28"/30"	2500
702	1972	411B72/4,18 L, (4-cyl.)	75 hp/2200 r/min	8+2 R	18"-38"/34"	3400
1102	1973	411BS/4,18 L, (4-cyl, turbo)	115 hp/2300 r/min	8+2 R	20"-34"	3900



Andrew Graham, with his fleet of Valtra tractors.

Dedicated to his profession

## FARMING IS NOT JUST ABOUT MAKING PROFIT

Andrew Graham is a third-generation farmer and owner of Mid Tartraven Farm in Bathgate. He's based his successful venture on a fleet of three Valtra tractors purchased over the years from Brian Hamilton, Sales Manager at R&R Machinery in Lanark.

TEXT AND PHOTOS JUSTINE FOURNY

**A**ndrew Graham has dedicated his life to working with Angus and Hereford cattle on his upland farm in West Lothian. All the cows are born on the farm, and taken all the way to the finished product, fattening them from the age of seventeen months to twenty-one months – until they are sold to a meat processor based in Ayrshire, who supplies major wholesaler Costco.

For him, farming is not only a business, it's a lifestyle. That's what he was brought up to do, and he keeps doing it because he loves

working with the animals.

"Yes, you've got to make profit, but I think farming is not just about making profit if you were purely out to become a millionaire, I think you would choose another profession."

In the past, he's dabbled in continental cows, but he finds the traditional breeds easier to work with, as they have a nice nature.

**"Farming is not just about making profit – if you were purely out to become a millionaire, I think you would choose another profession."**

He crosses Simmental cows with Angus and Herefords to get "hybrid vigour".

It's a closed herd of 110 cows and 5 bulls, which means he breeds their own replacements by doing so, the risk of disease is minimised, and it's very easy to keep traceability in check.

The cows are kept outside from the third week in April, until the middle of October. To produce natural marble in the meat, and the best eating quality, the animals are on a grass-based diet, a mix of dry silage and haylage. On the farm, Andrew grows about 80 acres of



**“The animals need looking after all year round, so you need something that’s reliable – if you do hit a problem, you need backup that you can keep your operation going.”**

barley a year. He’s put fifty acres in pit silage and complements it with 800 to 1,000 bales of haylage.

His operation relies heavily on his three Valtra tractors – a N103, a N113 and a G125 which get used for just about everything on the farm: all the grass work, from mowing to tedding to baling, and on the grain side, subsoiling, ploughing, sewing. When he bought his first one, almost ten years ago, manoeuvrability was the main decision factor – he was looking for a tractor that was strong, but not too big, able to get in and out of the buildings with ease.

He was dazzled by the power to weight ratio of the N103, and found it so economical that he bought the other ones on the back of it.

“The Sisu engines have a very good reputation, they’re ones of the best engines in the market.”

He’s adamant that it is one of the best 3-cylinders that was ever made, and he’s grown so attached to it that he swears he’ll never sell it. It now gets used for ploughing with a straight-forward reversible plough.



Andrew’s calves in the shed for winter.

The second one he got was the N113, in 2015. It gets used for either muck spreading on the one pass, and occasionally as a second backup loader tractor.

“It’s able to do the work of a 6-cylinder and it burns a fraction of the fuel bills.”

In 2020, he bought the G125, which basically does all the loader

**“You think you own a farm, but you’re only the custodian of that farm – it will be there long after you’re gone, so you’re basically a land manager, looking after the land.”**

work – its used to feed the cattle, every single day, and it’ll handle about 1,400 bales of straw a year, and 1,000 bales of silage.

“It’s a very good loader tractor, and once you get used to the joystick control at the side of the seat, you’ll never go back again – it’s effortless to use.”

Before this one, he actually owned an A Series, which was lighter in bulk, but lacked a bit of power – he felt that there was a gap in the Valtra range, which they filled in with the G series.

“We’re really happy with it, it’s got adequate power, still quite nimble plus you do notice the difference with the first one when you’ve got front suspension, and you’re sitting in it all day, it’s very comfortable.”

Thanks to backup service from R&R Machinery in Lanark (part of the Hamilton Ross Group), he’s been able to sustain his business without a glitch.

“The animals need looking after all year round, so you need something that’s reliable if you do hit a problem, you need backup that you can keep your operation going.”

Optimistic about the future of farming, he’s convinced that there is a place for agriculture to work hand in hand with environmental issues, and he’s very impressed to see females coming into the next generation.

“You think you own a farm, but you’re only the custodian of that farm – it will be there long after you’re gone, so you’re basically a land manager, looking after the land.”

He’s very aware that farmers are going to have to focus on the quality of the products that they produce, and entice customers to support local businesses in Scotland. •



Andrew’s three Valtra tractors: from left to right, N113, N103 and G125.





## Atrium visitor centre gets a makeover

# COVID IS OVER – WELCOME TO THE FACTORY!

TEXT AND PHOTO TOMMI PITENIUS

**C**ustomer visits to the Valtra factory in Suolahti, Finland, had to be suspended for around three years due to the Covid pandemic. Today, fortunately, the situation has improved to such an extent that the factory can once again welcome visitors.

“We have missed meeting our customers face to face. We are always happy to present our Finnish expertise and unique way of making tractors, so it’s nice to welcome everyone back after such a long time,” says **Hanna-Leena Salminen**, who is in charge of customer visits to the Valtra factory.

Before the pandemic, around a thousand Finnish customers visited Suolahti each year to see their new tractors being built. Altogether, in the busiest years, more than thousands of visitors from Finland and abroad visited the factory, making the Valtra factory by far the most popular tourist attraction in the Ääneseutu region of Central Finland.

### Tractor manufacturing and nature experiences

Around a thousand foreign visitors travel to the Valtra factory in Suolahti each year. Late winter and early spring are

particular popular times to visit.

“A typical visit to Finland lasts a few days and includes a visit to the factory, of course, but often also other activities arranged by the tour operator. For example, snowmobile safaris in the snowy nature are very popular in wintertime. Visitors also enjoy visiting the AGCO Power engine plant, shopping in Helsinki, visiting the tractor museum and local farms, having a sauna and even hunting,” Salminen says.

The tractor visit itself usually consists of a company presentation in the visitor centre, a tour of the transmission and assembly plants, and a test drive that includes lunch around an open fire in a large Lappish tepee. Representatives from the factory’s different departments, including production, service, marketing and engineering, service as guides. Direct contact between customers and factory staff is extremely valuable. Sometimes, it is even possible to arrange a multilingual factory guide who can speak the same language as the visitors. When this is not possible, representatives of the importer or dealer accompany the visitors and translate when necessary. •



Please visit your local dealer

Valtra Collection

# SUMMER IS COMING!



£ 24.84 (29€)

## T-SHIRT

V42809302-07

- Black t-shirt with "Work Smart Live More" print
- 100 % cotton
- Sizes: S-XXXL



£ 21.42 (25€)

## CAP

V42803710

- Sporty cap with raised rubber 3D logo and print
- Laser-perforated back
- Snapback adjustment
- 100 % nylon



£ 46.78 (53€)

## SUNGLASSES

V42802160

- Stylish sunglasses with mirror lenses
- UVA, UVB, UVC protection
- Made by Uvex



£ 59.15 (69€)

## HOODIE JACKET

V42804302-07

- Hoodie jacket ideal for any work
- With roomy pockets and reflectors
- Valtra logo front and back
- 100 % polyester
- Sizes: S-XXXL



£ 24.85

(29€)

## KIDS' BATH PONCHO

V42804180

- Cosy bath poncho made from thick cotton terry for kids aged 3-6
- Soften cotten inside, polyester outside
- Size: 80x120 cm



£ 11.15 (13€)

## KIDS' SOCKS (set, 2 pairs)

- Woven tractor patterns
- Valtra logo
- 80 % cotton, 15 % polyamide, 5 % elastane
- Size: 27-30 V42804615
- 31-33 V42804616
- 34-36 V42804617

These and other great products are available to view online at [shop.valtra.com](http://shop.valtra.com) and to purchase from your local Valtra dealer. Selection at dealers may vary according to availability. All prices are recommended retail prices including taxes. Price changes possible in different markets – all rights reserved.



See us online: [valtra.co.uk](http://valtra.co.uk)

# Valtra Models



## F Series

MODEL	MAX. HP*
F75	75
F95	90
F105	103



## A Series

MODEL	MAX. HP*
A75	75
A85	85
A95	95
A105	105
A115	115
A125	125
A135	135

All A Series models are available with the HiTech (12+12R) transmission. A75-A95 models are also available with the HiTech2 transmission and A105-A115 models with the HiTech4 transmission.



## G Series

MODEL	MAX. HP*	
	STANDARD	BOOST
G105	105	110
G115	115	120
G125e	125	130
G135	135	145

All G Series models are available with the HiTech, Active or Versu transmission.



## N Series

MODEL	MAX. HP*	
	STANDARD	BOOST
N135	135	145
N155e	155	165
N175	165	201

N Series models are available with the HiTech, Active, Versu or Direct transmission.



## S Series

MODEL	MAX. HP*	
	STANDARD	BOOST
S274	270	300
S294	295	325
S324	320	350
S354	350	380
S374	370	400
S394	400	405



## Q Series

MODEL	MAX. HP*	
	STANDARD	BOOST
Q225	230	250
Q245	245	265
Q265	265	290
Q285	285	305
Q305	305	305



## T Series

MODEL	MAX. HP*	
	STANDARD	BOOST
T145	155	170
T155	165	180
T175e	175	190
T195	195	210
T215	215	230
T235	235	250
T235 Direct	220	250
T255	235	271

T Series models are available with the HiTech, Active, Versu or Direct transmission with the exception of the T255 model, which is available with the HiTech, Active or Versu transmission.

\*ISO 14396