

1981



1981



1981



1983



1981



1983



1989





**My most important
marketing tool
was a **spade****

1988

NoTill



MinTill



Plough





...the 90`s



Seeding



Planting



Spraying



Tillage





Product development

April 2003



2005 we went from 1000acre to 3000acre Corn

Dec 2005 April 2006



April 2006



Maestro 2430 SX

High speed 10-15 mph



Avatar 6010 MD



LEEB PT 450





Germany



Germany



Germany



Brasil





HORSCH International

HORSCH France

HORSCH Ukraine

HORSCH RUS

HORSCH LLC

HORSCH UK

HORSCH do Brasil

HORSCH China

HORSCH Canada

HORSCH Polska

HORSCH Kazakhstan





Distribution

Classic

Manufacturer

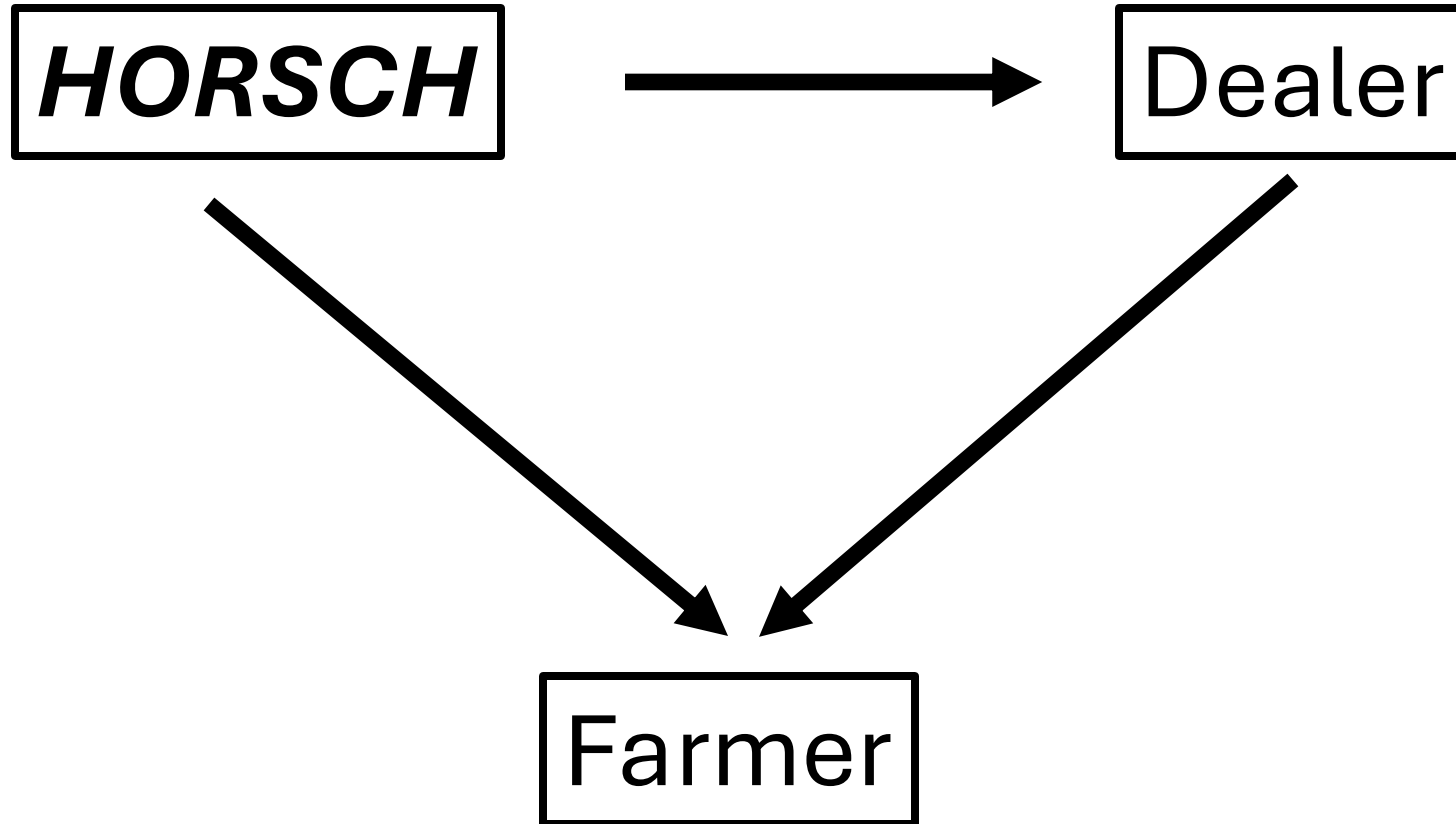


Dealer

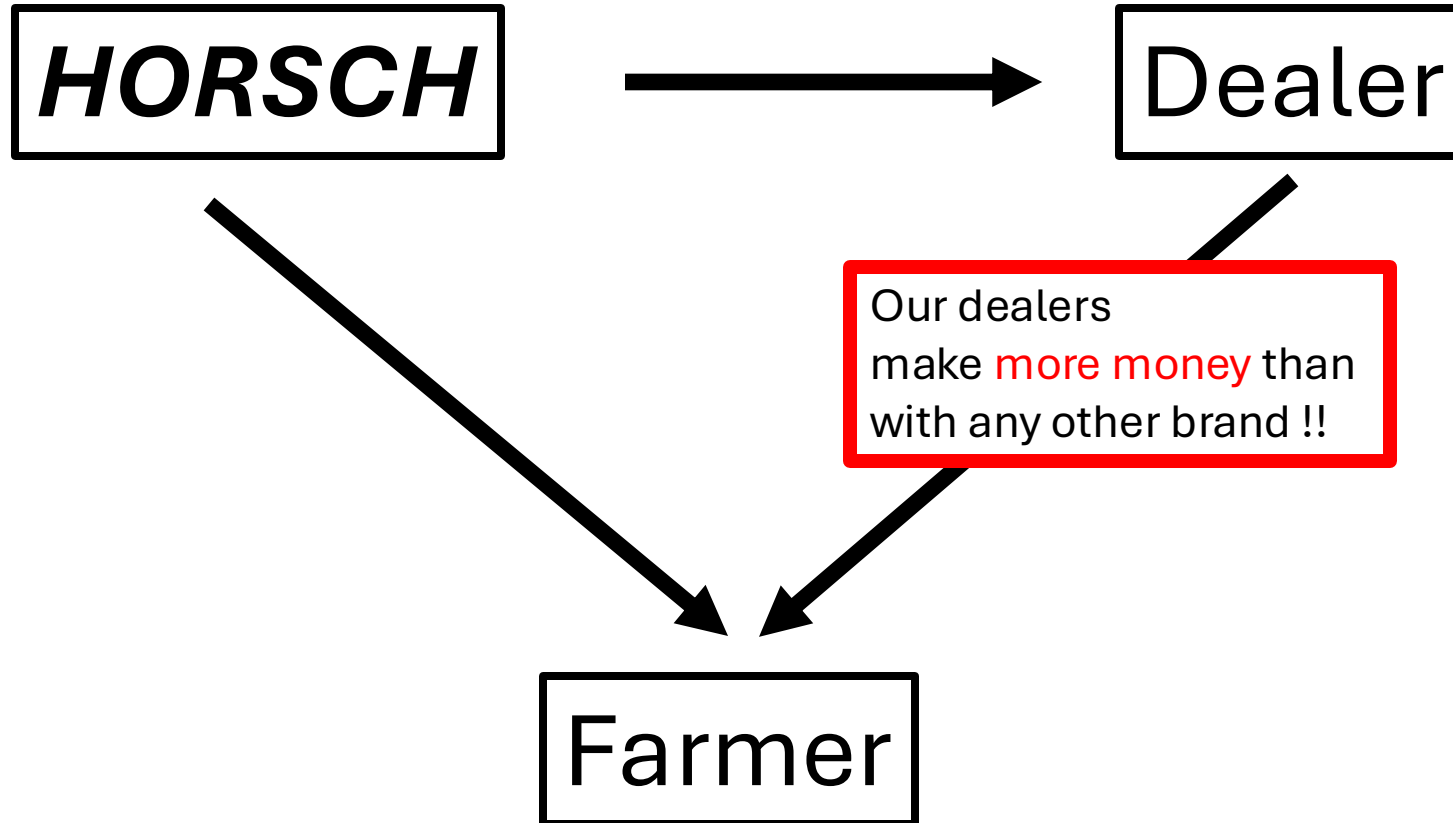


Farmer

HORSCH triangle



HORSCH triangle





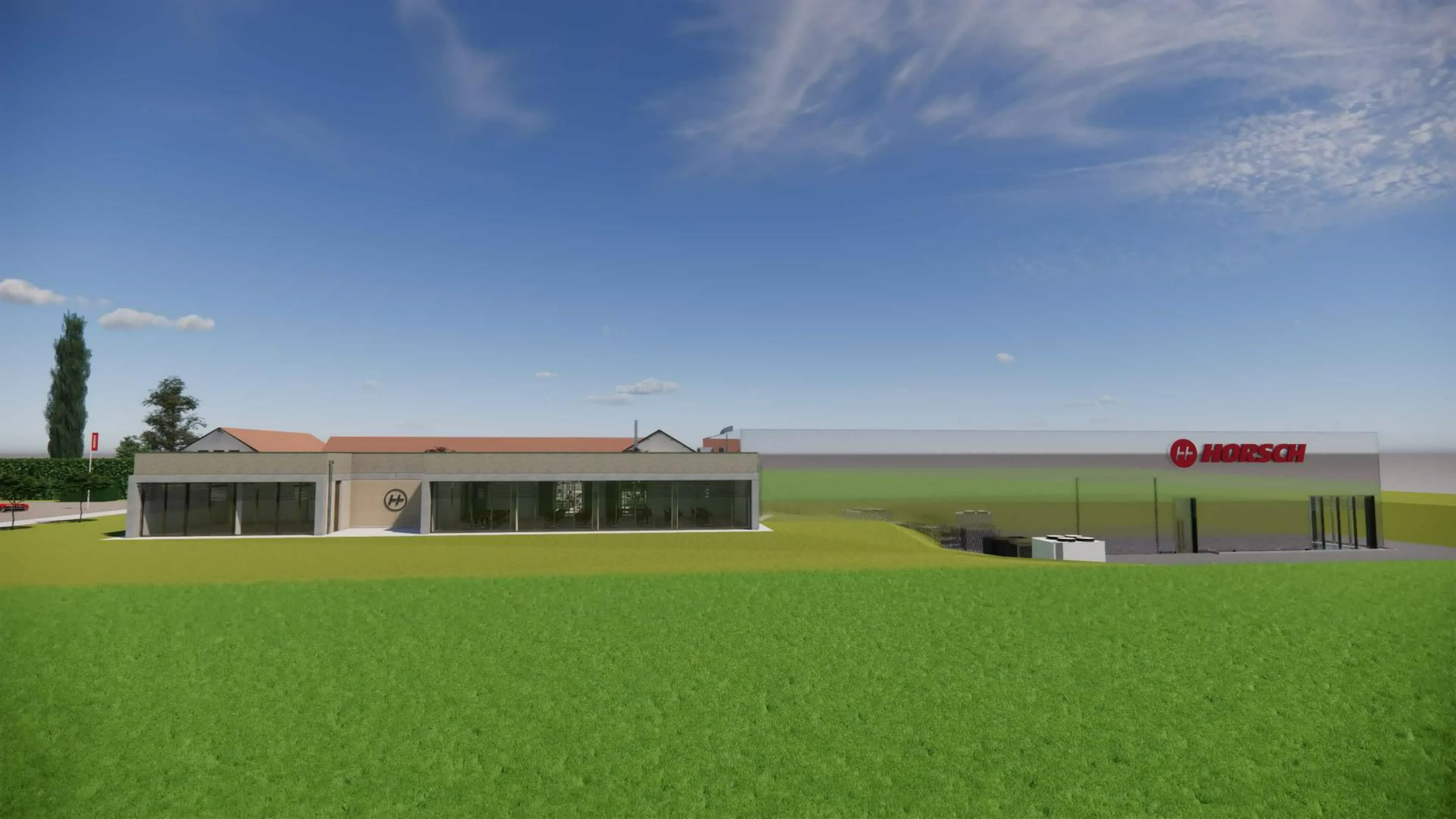
....next



Train the Farmers to **repair**!?







 **HORSCH**





HORSCH AgTec MSP

HORSCH AgTec MSP

- Marketing hub
- Events
- Trainings
- Shop



HORSCH only



genAG

CLAAS

HORSCH





Autonomie

