

U.S. firm to sell Italian tractors

HESSTON, KS — Hesston Corporation announced today that it would begin marketing a complete range of tractors manufactured by Fiat Trattori S.p.A. in Turin, Italy, in North America later this year.

"We think it is an ideal line of tractors for North America, which have had their reliability and fuel efficiency proven in a world where high energy costs and fuel economy have been a

way of life for years," Howard L. Brenneman, president of the farm equipment firm said.

Fiat tractors have recently moved into the number one spot in Europe, Brenneman stated, and Fiat Trattori has sold more than 1,500,000 tractors throughout the world since the company started manufacturing them in 1919.

Hesston will market a range of 22 models from 40 hp to 160 hp, each of which

will have Fiat diesel power and which will include both 2-wheel drive and mechanical 4-wheel drive models in each power class. Two specialty tractors for orchard work and the three models of Fiat agricultural crawler tractors which Hesston began to market in the western states in late 1979 are also included in the tractor line.

The Fiat tractors are enhanced by their fuel-efficient diesel engine and mechanical four-wheel drive which the company pioneered in 1953 and now offers in the full range of tractors. The four-wheel drive, in this size tractor, is just now becoming popular in North America although it has been in demand in Europe and the rest of the world for years.

Fiat is one of the world's largest manufacturers of diesel engines, having manufactured more than 10 million engines and now producing them at the rate of over 300,000 per year.

Brenneman said the tentative timetable for the introduction would be to preview the line to dealers in late summer with the first tractors from Hesston arriving at selected dealers in late fall.

"Our branches and field sales force will be presenting our plans to dealers throughout the summer, but we anticipate bringing on the line in progressive stages to be sure that we have complete parts backup and adequate service support for tractor sales," Brenneman said.

The addition of the tractor line to the Hesston product group fits into the company's strategy to strengthen its franchise with dealers. He said that surveys and studies indicated the dealer organization will be very

responsive to the new line of tractors.

"Fiat tractors certainly have something to offer in the marketplace and they provide our dealers with a new source which is supported by one of the world's strongest and diversified companies.

"This arrangement lets us expand our line and at the same time lets us retain our resources for continuing to provide high performance, highly competitive farm equipment for which we have become known," he added.

Fiat is a world known group with diversified activities in highly technological areas and with an outstanding reputation, in the automotive field, holding business interests in the five continents, through more than 600 subsidiaries and associated companies.

Hesston and the agricultural tractor sector have been cooperating in worldwide marketing efforts through Fiat Trattori in the last few years.

Energy guide labels will appear this month

MEDIA — Most consumers, all too aware of ever increasing fuel bills, are as concerned with cost of operation as with initial purchase price when they shop for a new appliance. Judging the relative efficiency of an appliance will be easier when the new Federal Trade Commission regulations requiring comparative energy labeling on seven categories of appliances, says Greta Vairo, Delaware County home economist.

The regulations are designed to increase consumer demand for energy efficient appliances and as a result generate competition among manufacturers to make their products more efficient.

Categories covered by the ruling are refrigerators and refrigerator/freezers, free-

zers, dishwashers, hot water heaters, room air conditioners, and furnaces. By May 19, new black on yellow labels must appear on all of these appliances at point of purchase, as well as in catalogues offering the appliances for sale.

These Energyguide labels must, in large type, give the estimated annual cost of operating a particular appliance on a national average cost per kilowatt hour. Also given in smaller type is the cost of operating the most energy efficient model for a year, and the cost of running the least energy efficient model. This will give consumers a quick guide to an appliance's relative efficiency.

Room air conditioners will have the standard black on yellow Energyguide but will continue to use the energy efficient ratio in current use. The higher the number, the more efficient the model.

Furnace labels will indicate to consumers that their contractor has energy fact sheets, available for them to compare energy efficiency ratings and cost information among furnaces.

Appliances such as clothes dryers, kitchen ranges and ovens, home heating equipment other than furnaces, TV sets, and humidifiers and dehumidifiers are exempt from the FTC regulations. This is because the costs of labeling were found to outweigh the benefits to the consumer. The cost of operating a range, for example, only differs about \$6-\$7 a year among manufacturers models.



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DEALER INQUIRIES INVITED

Attends sales conference

Jack A. Gaudette, of Doylestown, participated May 12 to 15 in Northrup King's National Sales Management Conference, held in Minneapolis, MN.

Gaudette is Sales Manager for Stanford Seed Co., Spring House.

"People Make The Difference" was the conference's main thrust. "Serving Northrup King customers' needs is a product of good sales management," said Gaudette.



"Tallahassee" is the Indian name for "old town."

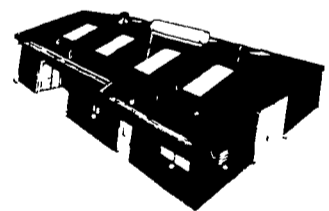


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