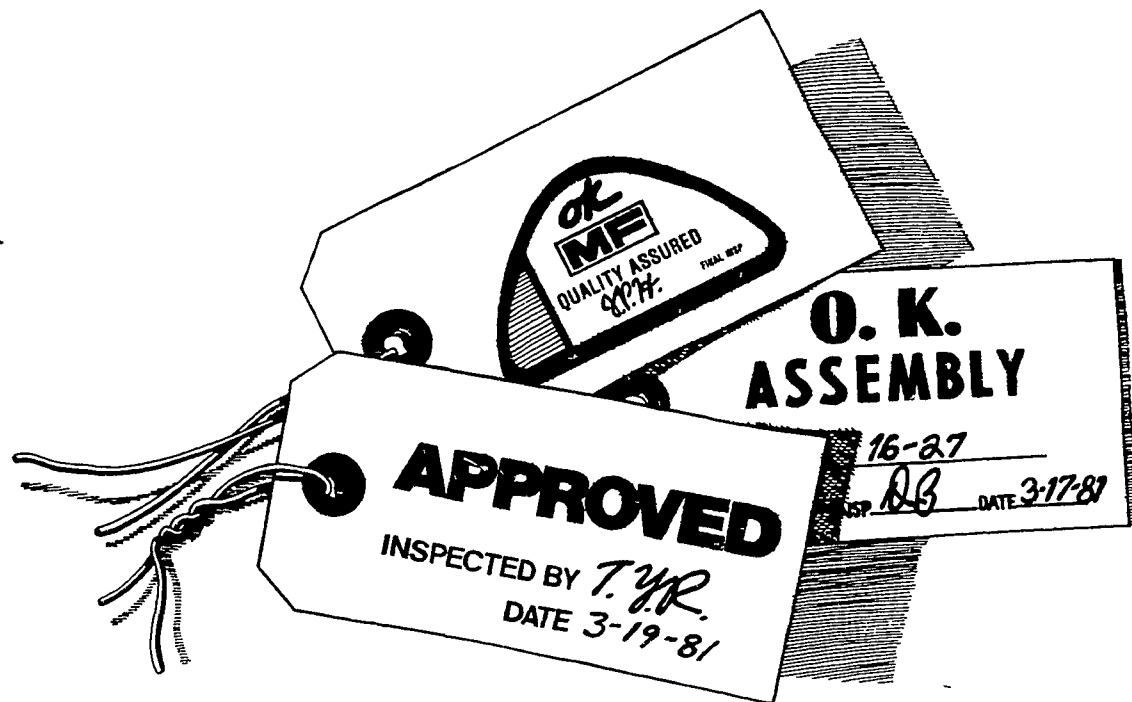


How do you get a tractor or a combine through a fine-tooth comb?



Ask Massey quality control.

Machinery manufacturers share a common problem. Product defects cost the customer time and aggravation, and they cost us money.

That's why Massey-Ferguson has been putting more and more teeth into our quality control programs and systems. In fact, quality control is the Number One manufacturing priority in every MF factory around the world.

Controlling quality takes a fine-tooth comb.

Sure, we have numerous inspection checkpoints — more than ever before. The checklists are unbelievably detailed. And, we even have special inspectors who inspect what other inspectors inspected.

If you were to take a walk around some of our assembly lines, here are a few things you might see:

A hydraulic system is searched with black light that makes any leak "fluoresce" like a beacon.

A Multi-Power 24-speed transmission is pulled from production at random, put on a test stand under extreme conditions and run to failure — no matter how long it takes. The data from this routine quality control test is fed back into our ongoing product improvement program.

A tractor cab air conditioner is being tested, not just with a hand in front of a blower, but with

a freon pressure check. We want to be sure you're cool enough on a hot day in the field.

A combine gets probed with a vibration monitor plus a unique vibration spectrum analyzer. If a vibration problem exists, it is identified and corrected on the spot.

Machines are chosen at random for torque testing — in which every single nut and bolt is checked for tightness.

Out on a test track, a big combine is being put through its paces. Every single Massey combine gets this kind of workout before it is shipped.

These are just a few of the hundreds of ways we scrutinize every Massey machine before it goes out the door.

Our objective: get it right the first time.

Meeting this objective requires more than just putting teeth in quality control. It takes close coordination between engineering and manufacturing. It takes energetic developmental testing and evaluation programs. And, it means you take feedback from the field seriously.

We do all this to keep you, our customer, happy. But we have a selfish reason, too. A mistake, even when it's caught on line, costs MF at least three times the original price to fix. If it ever gets out to you, we figure it costs us at least ten times as much.

The good news is... this program works.

One indicator is the *quality index* we have established for our products — an in-factory scoring system. Our best selling tractor line has improved its rating 20 percent in the last two years, and it was very good to begin with!

Perhaps more important are the figures on repairs per unit — warranty claims. They've been cut in half in the last five years, and the trend continues down!

Even so, it is possible for something to slip through our fine-tooth comb. But, there's still your MF dealer's eagle-eyed pre-delivery check. That's why we are able to offer the finest new product warranty in the farm equipment business.

So, do a favor for us and for yourself. Take your personal fine-tooth comb to your Massey dealer and go over an MF tractor, combine or implement.

You'll like what you see.



Now, more than ever,
Massey makes sense.