



Genesis Tractors 'A Quantum Leap'

NEW HOLLAND (Lancaster Co.) — Making a move to be a serious North American contender in the two-wheel-drive tractor market, Ford New Holland introduces the new Genesis™ tractor line. The 70 Series line offers buyers the most model choices in this power range in the company's history.

"This is a quantum leap from where we were before. Everything on these tractors is new," said Dave Templeton, lead engineer, Genesis™ project development. "What we've got is a no-excuse tractor built to take on the market."

The four-model line includes the following:

- 8670 with 145 PTO hp.
- 8770 with 160 PTO hp.
- 8870 with 180 PTO hp.
- 8970 with 210 PTO hp.

The total-package enhancements for the Genesis™ tractor line make comparisons with previous Ford New Holland models difficult.

The new engines on these tractors offer up to 50 percent torque backup," said John Hundley, product manager, Genesis™ line. "Our top horsepower rating used to be 170 hp. If you compared our 160 hp 8770 with that older tractor, there would be no comparison. Genesis™ tractors offer that much improvement."

Ford New Holland, better known in small-farm country for its under-100 hp line, had offered growers three models from 145 to 170 hp.

"This is the most we've offered at this level," Hundley said. "And there have been no compromises through the development of these machines. We find no weak points, no areas we have to explain away at the introduction."

Seeking to achieve "best in class" performance from a variety of areas, Genesis™ engineers created a machine with high standard lift capacity. At the top end, the 8970 has a 15,000-pound lift capacity.

For hydraulic performance, the new closed-center, load-sensing system delivers 31 gpm at 2,750 psi. For implements requiring higher flow, a buyer can specify the optional MegaFlow™ hydraulic system with a 55 gpm flow at pressure — the highest available today.

Higher horsepower ratings are just a visible indication of what Genesis™ tractors offer, Hundley said.

"In the past, we had PTO torque backup of about 18 percent on our tractors. The competition boosted theirs to about 35 percent. We responded," he said. "We've come up with engines that offer up to 50 percent PTO torque rise. And until you lug it in the field, it's difficult to explain. You have to drive it to believe it."

Calling the 7.5-liter engines



"A quantum leap" is how Ford New Holland describes its new Genesis™ tractor line. Selection includes 145 hp Model 8670; 160 hp Model 8770; 180 hp Model 8870; and 210 hp Model 8970.

"gutsy," Hundley said an operator can pull a 5-bottom roll-over plow and have that engine lug down to as low as 1,300 rpm. It will just walk through the tough spot and climb back to 1,900 rpm without downshifting," he said.

All engines are turbocharged, and the top two models — the 8870 and 8970 — use air-to-air intercooling. This extra operating "headroom" is called Constant Power Plus™, and provides improved fuel efficiency because a user can operate at a lower rpm. Optimum operating speed for Genesis™ tractors is 1,900 rpm. This increases fuel economy and reduces engine noise.

How an engine sounds is as important as how loud it operates. Ford New Holland engineers spent time listening to engines and measuring the quality as well as quantity of sound. The result? "These engines sound better," Hundley said. "You can listen to a pleasing sound at a higher level than you can with sounds that have bad quality. These are quiet tractors, and they're perceived even quieter thanks to sound quality analysis."

Cab redesigns have changed the operating environment of today's farm tractors. More glass, clear hoods, and more head and legroom are all expected in the efficient farm tractor. Ford New Holland engineers went to customers to learn what makes an effective work environment. "Visibility is important," Templeton said.

Mechanical front drive axles have increased tractor productivity, allowing growers to get more work out of their machines. Trouble is, these axles also give the machines a very wide turning diameter.

Engineers struggling with the problem have devised several solutions. Genesis™ now offers the optional SuperSteer™ FWD axle which reduces turnaround diameter by up to 40 percent, depending on tire and wheel size.

"When we talk about these axles we discuss turning diameter,

not turning radius," Templeton said. "Turning radius is a measure better suited to industrial applications. Turning diameter is more important to the grower because they want to know how short they can turn at the end of the row."

With the SuperSteer FWD axle option, a grower will see turning diameter as low as 15 feet. The simple, patented system eliminates the "light bulb" effect seen at the end of a row. That's where the operator has to swing out a bit to make a wide enough turn to line up the implement for the next field pass.

Linking the engine to the wheels in the Genesis™ line is a new powershift transmission that is standard across the line. When Ford New Holland introduced the Ultra-Command™ powershift transmission in 1990, it offered ground-breaking control advancements. The 18-speed unit also gave farmers a better look at how electronic controls on powershifts could offer enhanced operating features.

The Genesis™ powershift transmission is the next generation in engine power control. This 16-speed unit offers several new features and engineering enhancements, including:

- Straightline shuttle shift.
- Pulse shift. Shifting up or down is accomplished by bumping the transmission lever right or left.
- Automatic transport turns the powershift into an automatic transmission for over the road travel. The transmission changes gears to match engine speed and load.
- Programmable upshift/downshift. This allows fast up and down shifts at the end of a row. By simply pushing two buttons the grower can easily downshift, raise an implement and make an end of row turn.



Dr. John Fidler



Ray S. Lehr



Donald E. Horn, Jr.



Fred Keller

Pennfield Announces Management Changes

LANCASTER (Lancaster Co.) — Mike Horn, executive vice president and chief operating officer of Pennfield Corporation, has announced the following management changes.

Dr. John Fidler has been promoted to vice president, technical services for the corporation and will serve on the management operating committee.

Ray S. Lehr has been promoted to senior vice president, feed

marketing, and will serve on the management operating committee.

Donald E. Horn, Jr. has been promoted to director of milling operations with responsibility for feed manufacturing, distribution, and customer service.

Fred Keller has been promoted to manager of feed production with responsibility for feed plants and maintenance.

Farm Credit Posts Third Quarter Earnings

LEWISBURG (Union Co.) — Third quarter net earnings were recorded by northeastern Pennsylvania's largest agricultural lender, Northeastern Farm Credit, ACA, according to quarterly financial reports issued recently.

The \$483,000 in third quarter earnings represented a strong increase of 18 percent or \$74,000 over earnings for the same period of 1992. The strong third quarter results were recorded on a loan portfolio of \$198.6 million, which advanced \$7.3 million from the loan volume posted at December 31, 1992.

Robert T. Reich, president of Northeastern Farm Credit, ACA, said, "The first three quarters of 1993 have posed many challenges to our loan officers and our customers as together we've dealt with a sluggish economy and the effects of a drought in some areas of the region. We're pleased that even during periods of economic uncertainty, we've continued to operate profitably and still serve the needs of our customers."

Association officials attributed

the increase in earnings to improved net interest income and a decline in the provision for loan losses. Net interest income for the quarter was \$1.3 million, an increase of \$97,000 or a 8.0 percent over the third quarter of 1992. The improvement in net interest income resulted primarily from increased loan volume and the use of the ACA's improving capital position to fund a higher portion of the loan portfolio.

ACA financial reports indicate the credit quality of the loan portfolio continued to improve. Adversely classified loans decreased to 8.1 percent of the total loan portfolio at September 30, 1993, down from 9.5 percent at December 31, 1992. The overall improvement in credit quality throughout 1993 is reflected in the \$21,000 decrease in the third quarter provision for loan losses as compared to the same period of 1992. Year to date, the provision for loan losses was \$58,000, a decrease of \$109,000 from the prior year.