

Annual report 2008



AMAZONE



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Profihopper



ZG-B bulk material spreader



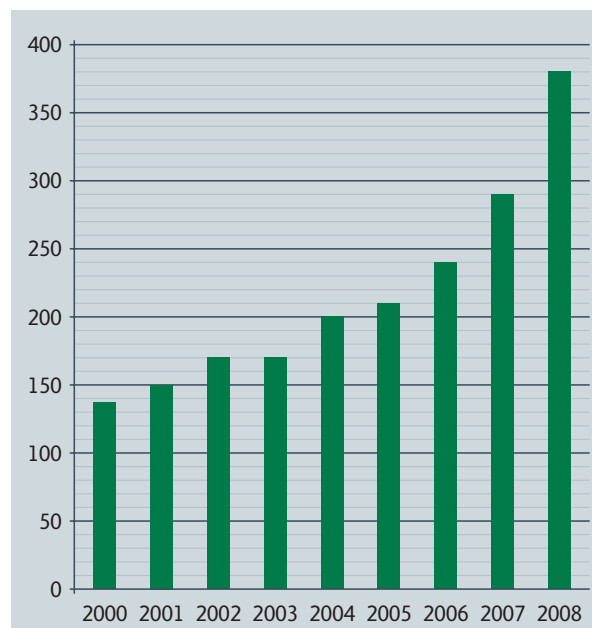
UX trailed sprayer



2008: AMAZONE turnover climbs to 380 million €

AMAZONE focuses single minded on the future

The AMAZONE group expanded yet again in the 2008 financial year with the total turnover climbing to 380 million € – a clear increase of 31% compared with the previous year (290 million €). The sales figures increased, not only in the home, but also in the export markets. Compared with the previous year an export share of 80% was maintained with the turnover in the French, Russian and Ukrainian markets developing especially well.



Development of turnover in million €

AMAZONEN-WERKE Hasbergen-Gaste near Osnabrück



Innovation is in demand



Directors Dr. Justus Dreyer and Christian Dreyer

AMAZONE directors Christian Dreyer and Dr. Justus Dreyer see the enterprise on a steady course of success. "Together with our sales partners, who again did a superb job, we are in a good position with the AMAZONE machinery range in the market. World-wide farmers and contractors need innovative machinery and systems to further reduce both production and labour costs. It pays that we are again and again able to offer our customers innovative technology."

Developments, such as, for example, the Xpress grain singling and planting system which took an Agritechnica gold, match the increasing demand on cost and time saving technology. As the importance of electronics increases further, AMAZONE is, in this area, also in a strong position with the IT-Farming-Concept. The use of sensor technology, GPS systems and other innovations result in numerous possibilities to continuously optimise agricultural technology.



Gold Medal for Xpress grain singling and planting system at the AGRITECHNICA 2007.

In 2008 AMAZONE was supported by 1,500 employees with also in 2008 seeing AMAZONE again invest more than 5% of the turnover in research and development and, in addition, more than 15 million € in fixed assets. The production and logistic processes were further optimised and the quality control and service support intensified.

New building measures under way

In 2008 AMAZONE went on modernising and building at all production sites. So, in June at the BBG factory in Leipzig a new production hall for the final assembly of soil tillage implements was opened. For the factory in Leeden, near Osnabrück which was only founded in 2007, extension measures were ini-

tiated in order start the production of the SX self-propelled field sprayers here in 2009. In Russia, the area of the works premises in Samara was more than doubled by purchasing further land to now approx. 3.5 hectares.



New production hall BBG soil tillage implements Leipzig

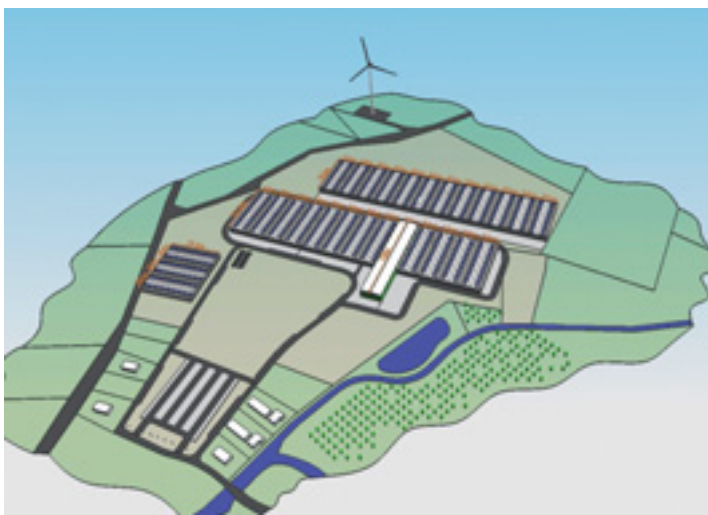


AMAZONE Technology Leeden near Osnabrück

In Hude-Altmoorhausen, AMAZONE laid the foundation stone for a completely new factory in August, 2008. Already in October the topping-out ceremony was celebrated and, from February 2009, with an initial 50 employees, assembly will start of the large area seed drills in two new halls.

Subsequently AMAZONE intends to further expand the new site, where an area of 25 ha in total is available, step by step and move with the assembly from the town of Hude to Altmoorhausen. A final investment of 25 million € in total is planned.

Site Hude-Altmoorhausen and the symbolic „Breaking the first ground“, August 2008



Going on with a sustainable course of growth

After a period of rapid demand the markets noticeably calmed down in the last quarter of 2008. The AMAZONE directors recognise this as a chance to go on developing the products and the internal organisation to be able to optimally fulfil the customers' demands in the future. They see the future outlook still very positive and parallel to the development of demand they intend to continue the course of lasting growth. "Of course, due to the worldwide financial crisis, the strained economical situation is noticeable. But for agriculture and agricultural technology the prospects are positive in regard to the longer term. The worldwide arable farming area is limited; the population is still growing and the demand on energy from renewable raw materials increases more and more. Therefore,

modern agricultural technology will be needed everywhere in the world."



Agrosalon 2008, Moscow

Agrosalon 2008, Moscow



125 years AMAZONE – focused to the future

For AMAZONE 2008 was the year of anniversaries. So the company could look back at the 50 year success story of the ZA twin disc fertiliser spreader.



ZA twin disc fertiliser spreader 1958

From 1958 to 2008 more than 700,000 ZA-spreaders have been sold worldwide.



ZA twin disc fertiliser spreader 2008

In 2008, additional anniversaries could be celebrated at the factory sites in Hude, Leipzig and Samara. The Hude factory can also look back on a 50 years' success story during which it developed to a site of 500 employees. Today, Europe's market leading sowing technology is manufactured there.



AMAZONEN-WERKE Hude near Oldenburg

The BBG factory in Leipzig has now been an established part of the AMAZONE Group for 10 years. In Leipzig 175 employees produce trailed soil tillage implements and trailed sprayers. In addition there, AMAZONE runs about 700 ha of agricultural trials



BBG soil tillage implements Leipzig

In May 2008 AMAZONE celebrated the 125th anniversary of the company in the newly erected ACTIVE Centre in Hasbergen-Gaste. Under the motto “focused to the future” AMAZONE represented themselves as a 125 year young dynamic enterprise. Several speakers, among them Christian Wulff, the prime minister of Lower Saxony, praised the AMAZONE history as an example for the lasting success of family owned companies. In their speech the

directors, Christian Dreyer and Dr. Justus Dreyer, pointed out that also in the future, long-term planning and investing and not a short-term thinking of profit, will also become more obvious as the company’s philosophy. The anniversary guests donated in total almost 25,000 Euros which AMAZONE passed on to the association “Oskar’s friends from the children and youth theatre in the city and district of Osnabrück e.V.”



The Dreyer families with the Prime Minister Christian Wulff



Part of the ACTIVE Centre as banqueting hall



Successful co-operation with Russian partners

With the AMAZONE production site in the Russian city of Samara in existence for 10 years it seems the ideal reason for a special review. During the last 10 years AMAZONE has managed to optimise, in close partnership with Russian universities and institutes, their agricultural machinery for the demands of the home agriculture and thus to open up an important additional sales market. In this way, today Russia is following France as the second most important export market for AMAZONE. From the Russian side, the co-operation resulted in a clear increase of yields in the field and a reduction in erosion. Over the years the business relationship between AMAZONE and their Russian partners has resulted in a strong friendship and the people responsible in AMAZONE for this friendship are especially proud of the close bond formed.



GAG Eurotechnik Samara/Russia



*Awarding the Silver Decoration of Merit of the Agricultural Ministry of the Russian Federation to Herrn Prof. h.c. (SAA Samara)
Dr. Dr. h.c. Heinz Dreyer*

Activity in all markets



AMAZONE Auneau/France

In 2008 AMAZONE went on expanding their world-wide network. In the Hungarian city of Debrecen, for example, a new sales and service site was commissioned. On an ideal sized area of 15 ha AMAZONE opened a 4,000 m² subsidiary with administration, spare parts and training building in Auneau, near Chartres, France in November. From this new site the sales activities for AMAZONE and partner company Krone in France are further strengthened.

Advisory service expanded

Within the frame work of the AMAZONE ACTIVE Concept, AMAZONE expanded their international training programme in order to assist customers in the use of machines and, with systems getting more and more complex, via advisory services. At home and abroad numerous seminars, trainings and field days were carried out where AMAZONE presented themselves as a competent partner for “Intelligent crop production”. The highlight was the international crop production days in Leipzig in June, 2008 where more than 600 participants took part.

Continuing developments around the theme “Intelligent crop production” still counts on the intensive co-operation with scientists, universities or consultant institutions and other professional companies in the agricultural industry. Based on this – together with farmers and contractors – the efficiency of the machinery within the various establishment systems for the different markets is developed.

AMAZONE consultation days



The objective is the future

To continue the success the directors of the AMAZONE Group have expressed five main objectives for the years to come:

- 1.) The opening up of new markets and the further expansion of the international sales and service networks in co-operation with local partners,
- 2.) The new and on-going development of innovative machinery and system concepts matched to all markets
- 3.) The additional expansion of the consultation activities based on the ACTIVE concept
- 4.) The on-going development of efficient and slender production and administration structures,
- 5.) The promotion and motivation of its employees.

“AMAZONE has the strength to look optimistically ahead”, the directors summarise their outlook for the year 2009. “With innovative technology and systems, competitive prices and an accessible, competent service we can help strengthen our customers within their farms in the future. In this way we also safeguard the future of our own enterprise and our employees and the sales partners and suppliers.”





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