

Trnkova 111  
628 00 Brno  
Czech Republic

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## 1. PROXIMA POWER COLLECTS PANOPLY – THE PRESTIGIOUS AWARDS FOR ZETOR TRACTORS



Zetor Group was evaluated for its new model series Proxima Power by prestigious Zlatý kosák award and Zlatý klas award for its new model Proxima Power 105. Zlatý kosák was awarded within the frame of 36th international agricultural and food exhibition in Nitra which was taking place 20th – 24th August. The other no fewer prestigious award, Zlatý klas, was procured on 36th international exhibition Země Živitelka in České Budějovice /27.8 – 1.9./.

The precedence of evaluated Proxima Power 85, 95, 105 a 115 series is the new conception of electrohydraulic reverse power shuttle. „Proxima Power series proves the fact that new models of Zetor tractors allow to meet advanced technical level and user comfort“, said Josef Chodounský, board of directors president and managing director of ZETOR TRACTORS, a.s. „We believe that especially these attributes are the central reason for these prestigious awards“, Chodounský adds.

The Proxima Power series is a range of medium power tractors designed to meet the ever-growing needs of the market for improved versatility, comfort, safety, and productivity. The strong point of Proxima Power series is a hydraulic reverse power shuttle of the latest generation which makes the Proxima Power the most advanced tractor in its class. The three-stage power shift and power shuttle transmission enable operators to shift effortlessly from forward to reverse through 24 forward and 24 reverse speeds. A power shuttle lever is positioned on the left side under the steering wheel so it is easy to be reached with left hand. The PTO features an electro-hydraulically operated multi disc clutch that has been designed to cope with the high torque engines characteristics (540/1000 and optional 540/540E) with optional sequential clutch point time. Proxima Power is powered by turbo and inter-cooled engines, which are fully compliant with TIER III emission standards.



Managing director of Zetor Trade, Mr. Ivo Zedek, is awarded by managing director of České Budějovice Fairground, Mrs. Marcela Payerová with Zlatý klas price

## 2. SINGING TRACTORS



A tractor concert has taken place in western part of Sweden on 16th August 2009! Twelve veterans Zetor 25 standing in a row were conducted by a composer and conductor **Sven-Åke Johansson**, who is now working in Berlin and is known by his experimental style of music.

The concert itself was taking place in a place known as Tofta Sjögard, on the open-air area of a pension, which history leads to the 17th century. At three in the afternoon „the musicians“ gathered around the ranked tractors followed by the conductor. And the concert could have started! One by one the tractors were coming alive and their voices began to interlace. The conductor kept them in absolute harmony by his experienced gestures. The weather was perfect what surely contributed to a success of the event. The most important thing was that the concert appealed to the audience which proved it by a huge applause. The concert attended incredible 700 visitors!

All tractors which were introduced at the concert belong to the collection of a Swedish collector **Christer Olsson** and his family. Love of tractors Zetor in his family is a matter of generations – first tractor Zetor 25 **Christer's** father bought in 1951. Since then the **Olsson** family have gathered incredible 23 Zetor tractors, of which 16 are historical models Zetor 25. The newest tractor in his collection is **Proxima 8441**, which he bought in 2004. A twelve-year-old **Christer's** son **Morgan** is the fourth generation of **Olsson** family that spends all its free time with Zetor tractors. **Olsson** family is so famous by their collection that farmers from neighbourhood contact **Christer** and want to offer their old Zetor tractor to his collection. **Christer** not only maintains the tractors in a perfect condition but is also able to remake a wreck to a fully functional tractor within few months. These are not only used as exhibits but **Olsson** family use them for working in a wood and a field.



*Love of tractors Zetor in Olsson's family is a matter of generations*

### 3. VISUAL APPRECIATION



*Strategie* magazine monthly evaluates the advertising in Slovak media. In September ZETOR was a winner with the visualization "Na domácí půdě neporazitelný" made by MUW Saatchi & Saatchi agency within this year's Promotional and Products Campaign.

### 4. EVENTS SCHEDULE

Zetor events / events with Zetor participation – Autumn 2009		
WHAT	WHERE	WHEN
World Ploughing Contest	Moravské Toplice (Slovenia)	4. - 5. 9. 2009
The past and the present with N+N Nezbeda Company	Kropáčova Vrutice (Czech rep.)	14. - 15. 9. 2009
Dealers conference – Maxterra presentation	Brno - Zetor Trade, s.r.o. (Czech rep.)	21.9.2009
European Ploughing Contest and Czech republic Ploughing Contest	Zábřeh na Moravě (Czech rep.)	24. - 26. 9. 2009
Zetor day	Kropáčova Vrutice (Czech rep.)	1.10.2009
Slovak Zetor day with Tavi – Trade Company	Moča (Slovakia)	16. - 17. 10. 2009
Agrosalon	Nitra (Slovakia)	27. - 30. 10. 2009
Agritechnica	Hannover (Germany)	10. - 14. 11. 2009
Dealers conference	undefined yet	1st decade 12/09

### YOUR SUGGESTIONS

If you are interested in any other ZETOR actuality which have not appeared in this issue, do not hesitate to send all information you want to share within the frame of ZETOR Sales network till the next issue deadline, 8<sup>th</sup> October 2009 to e-mail: [EPrstkova@zetortrade.cz](mailto:EPrstkova@zetortrade.cz). We will try to satisfy you and ensure the maximum informedness.