



report

No. 51 | April 2026



**Flexible, effective and precise –
the Tyrok 400 plough and Cirrus 8004 cultivator drill**

Excellent, precise working when seeding and tilling



From the left: Joint Chairmen of the Board and Proprietors, Christian Dreyer and Dr. Justus Dreyer

MAY 21ST, 2026

AMATECHNICA

WE ARE LOOKING FORWARD TO SEEING YOU IN GASTE NEAR OSNABRÜCK



11 % growth, a successful exhibition, a strong team

We have had an intense, challenging yet successful year. The particularly pleasing aspects were: our turnover grew by 11% and reached the € 850 million mark. This achievement is by no means a given – it is the result of the dedicated efforts of all our colleagues in development, manufacturing, logistics, sales, service and many other departments. We would also like to thank our customers and partners, who support AMAZONE with their trust, constructive feedback and long-term collaboration. Together, we have made this impressive result possible. Further evidence of the high regard in which our brand is held is the fact that AMAZONE has, for the very first time, taken second place in the latest DLG Image Barometer covering all the agricultural machinery manufacturers.

One of last year's highlights was AGRITECHNICA 2025. Our participation proved to be a resounding success, with well-attended stands, in-depth and high-quality discussions, a very positive response to our new products, and several awards for pioneering solutions. This all confirms that we are on the right track: practical innovations, the highest quality and a consistent focus on our customers. We would like to express our thanks to all our colleagues who planned, set up, ran and followed up on this event – from the initial concepts right through to the final day.

Despite the encouraging figures, the overall situation remains challenging. This makes it all the more important that we present a united front as a team:

with a clear focus on our customers, well-defined priorities in our projects, and high standards of safety, efficiency and delivery performance.

We make targeted investment in our staff, our manufacturing processes and our facilities – so that AMAZONE can continue to deliver reliably and set new standards in the future. A current example is our new branch in El Dorado (North America), with which we can strengthen our international presence and get even closer to our customers in this important market.

In conclusion, we would like to take a look ahead to the future of our family and our company: we are delighted that Philipp Dreyer – the fifth generation of the Dreyer family – is joining the company. This is a strong indication of the continuity, responsibility and a deep connection with AMAZONE.

We would like to extend our heartfelt thanks to all AMAZONE customers, partners and friends for their support, trust and for accompanying us on our joint journey. With you, we want to continue the success story of our family business – with a down-to-earth approach, courage and a passion for finding effective solutions. We would like to share this enthusiasm with you at our in-house field day, AMATECHNICA, on May 21st, 2026, when we will explore pioneering solutions together and direct our sights on the future. We look forward to welcoming you in Hasbergen.

Christian Dreyer and Dr. Justus Dreyer



25 Years of Catros – the innovation never stops



What made the development of the Catros special was that it was well received right from the start; we didn't need any lengthy testing phases, and we were immediately very successful with this implement. One of our customers told me that the Catros was the best implement he has on his farm.

Klaus Dreyer
Owner family, 3rd generation



Over the last few years, it has become clear that the AMAZONE Catros is the best fit for our needs, as it is the most robust implement on the market. We also tried other brands.

Michael Hesselbach
Managing Director of Hesselbach GmbH, agricultural contractors



What I like most about the implement is how easy it is to use and adjust. The discs are also very robust and can be used for a long time. They last throughout the entire spring season.

Martin Albers
Employee of contractors, Hesselbach GmbH



We've got the new Catros 6003. We chose it because we wanted a machine that allows us to use the knife roller and has an integrated chassis, because we have varying soil conditions. [...] We used to have a different machine but we wouldn't have been driving now at this point in time. We've already covered a good 200 hectares with this implement.

Bernd Stricker, Managing Director of Stricker & Moormann GbR

What I love about the Catros is how straightforward it is: it's easy to set up, easy to maintain, thanks to its maintenance-free bearings, performs flawlessly and covers huge acreages.

Christoph Laumann
Product Line Manager for Soil Tillage



I'm always impressed whenever I see the Catros out in the vast fields of North or South America – not just by its speed, of course, but also by the excellent results it achieves.

Christian Dreyer
Owner family, 4th generation



Outstanding teamwork is the key to success!

A strong presence at AGRITECHNICA 2025

The world's leading exhibition for agricultural machinery is now behind us. With over 50 implements and working models on display – including more than 30 new products – we were able to showcase ourselves as an innovative and strong team, and we experienced a great deal of international interest in our technological and digital solutions. Our stand, covering around 3,000 m² of exhibition space, was seen as a place where visitors could feel at ease and experience innovation first-hand. Wide-ranging professional discussions took place and valuable new contacts were made. According to figures from the DLG, a total of 2,849 exhibitors from 52 countries and around 477,000 visitors from 171 countries made the event an outstanding international industry gathering.

From the initial concept through to the preparations, set-up and dismantling, right through to the event itself – everything was carefully planned and executed. Over 40 staff members from various different departments at the Gaste, Leeden, Bramsche, Hude and Leipzig facilities worked together to set up and dismantle the event successfully. Our stand was manned by an average of 190 members of staff, a quarter of whom were employees of our international subsidiaries or importers. This excellent teamwork not only made our exhibition presence a success, but also turned it into a special experience.



OUTSTANDING! An overview of our awards

We received two awards for our new products, the ZA-TS 01 AutoSpread and EasyMatch: Both were awarded a DLG silver medal, which is a striking testament to our strong innovative capability. In addition, our SoilDetect system was honoured with the prestigious DLG Agrifuture Concept Winner Award – an accolade that recognises pioneering work in agricultural machinery and visionary concepts for the future. We also made a strong impression in the Farm Machine Awards:

The ZA-TS 01 AutoSpread and EasyTram were presented with awards by an international jury of experts, getting one of the most sought-after prizes in the sector. Our team achieved another highlight in the AGRILL competition. The fully functional high-tech barbecue, AmaGrill, developed by our apprentices and built from a winter salt spreader, was awarded a special innovation prize.





International interchange at the importers' evening

The Importers' Evening, first launched by us at the AGRITECHNICA 2001 exhibition, has formed an integral part of our show presence for many years. Since then, this event has become a cherished tradition that fosters international exchange and personal interaction with our sales partners from around the world.

We continued this tradition at AGRITECHNICA 2025 and hosted the 12th AMAZONE Importers' Evening on Tuesday, November 11th, 2025. Sales partners and importers from 42 countries accepted the invitation and used the evening to engage in in-depth discussions and to share experiences.



Valco celebrates 10th Pantera sold by small family-run AMAZONE dealer



Pictured left to right: Nigel Jones (Local Territory Sales Manager, AMAZONE Ltd.), Michael Golden (Head of Aftersales, Valco Marketing), Tom Sheppard (Local Territory Aftersales Manager, AMAZONE Ltd.)

The new Pantera 4504 to be delivered to Combes Farm alongside the first Pantera 4502 sold by Valco. ►



Valco Marketing in Wiltshire is one of the longest standing AMAZONE dealers in the UK, with John Golden taking on the AMAZONE franchise, alongside Dronningborg combine harvesters, in 1985. Since then, John and his wife Claire have taken a back seat in the business, with Michael Golden becoming the driving force, looking after both sales and service. Now in its third generation, Michael's daughter Carly also helps in the office.

In 2014, Valco sold its first AMAZONE self propelled sprayer, a Pantera 4502, which had previously run as a demonstrator and is still operating in the area today. Now, 12 years on, Valco can proudly celebrate the sale of its 10th Pantera, having delivered the second Pantera to arable farmers MJ, SA & NJ Combes, who farm near Salisbury.

150 years of Stavermann – innovation based on tradition

Stavermann GmbH celebrated its 150th anniversary in 2025. Since 1875, this company has been synonymous with expertise and innovation in green space, landscaping and golf course machinery. What began as a small family business in Rulle, has grown into a leading supplier with eleven outlets across northern Germany. As an AMAZONE sales partner, specialising in groundcare, Stavermann offers bespoke solutions for local authorities, industry, and service providers.

For the “Stavermen”, strong customer loyalty and partnerships based on mutual respect with their diverse range of suppliers is not merely a corporate strategy, but the essential building block of this 150-year success story, put into practice every single day. The anniversary was celebrated in true North German style at the head office in Wallenhorst – a lively yet down-to-earth affair.



Celebration to mark the 150th anniversary. From left to right: Roland Kratz (AMAZONE Sales Manager, Central Region), Stefan Ludwig (Managing Director / Partner), Johannes Vocke (Managing Director / Partner), Rainer Stratemeyer (Partner / Branch Manager, Melle), Andreas Petermöller (AMAZONE territory manager, groundcare North)



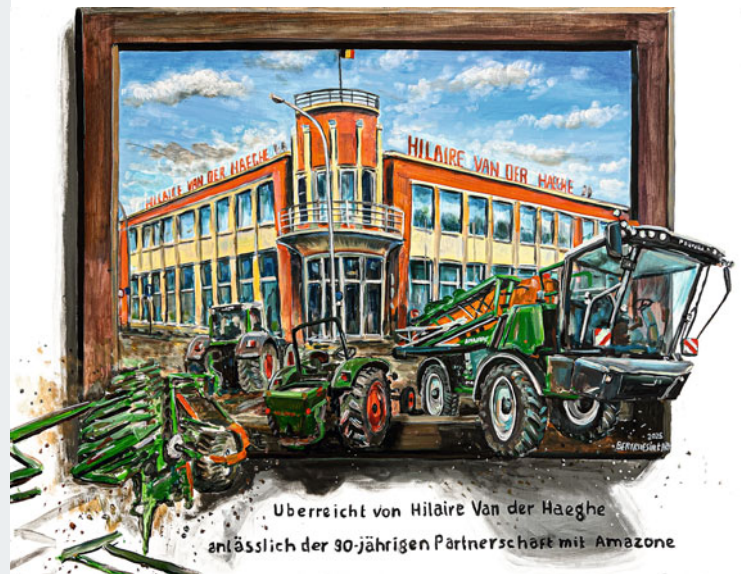
A visit to AgroMashHolding in Kostanai: Employees of AgroMashHolding (1st from left and 2nd from right), Andreas Hemeyer, Managing Director of AMAZONEN-WERKE (2nd from left), Dr Tobias Meinel, Managing Director of the subsidiary TOO AMAZONE in Kazakhstan (3rd from left), and AMAZONE Export Manager Viktor Wolf (1st from right).

Cooperation strengthened at the Business Forum Close cooperation between Germany and Kazakhstan

This close cooperation began with the “Kazakhstan-Germany” Business Forum in September 2024, organised by the German Chamber of Commerce and Industry in Central Asia. Christian Dreyer was also part of the business delegation led by Chancellor Olaf Scholz, where he signed the industrial cooperation agreement between AgroMashHolding (AMH) and AMAZONE.

AgroMashHolding is one of Kazakhstan's leading engineering companies and manufactures products for Deutz Fahr, Lovol, Kirovets and Essil, amongst others. On a 29-hectare site with 36,000 m² of production space in the city of Kostanai, around 1,000 tractors and 300 combine harvesters are produced each year. The site has a railway siding, its own customs warehouse, a customs department, a certification body and its own design department.

Through the localisation framework of AMAZONE, the first series of Condor seed drills has already being manufactured and sold locally in 2025. An expanded range is planned for 2026. The production process involves genuine value-adding stages, such as welding and painting, and is largely carried out on site by the AMAZONE employees Waldemar Schäfer and Jakob Funk.



90 years of partnership between AMAZONE and Hilaire Van der Haeghe

In 2025, the partnership between AMAZONE and our Belgian importer, Hilaire Van der Haeghe, celebrated an impressive 90-year history. What began as an early distribution partnership has developed over the decades into a trusting and successful collaboration. This special anniversary was celebrated in style at the Importers' Evening during the Agritechnica 2025 exhibition, where a specially commissioned painting was presented as a symbol of the long-standing partnership.

HH agri, the business unit of Hilaire van der Haeghe specialising in the agricultural sector, is a family-run business with 125 years of experience. As the exclusive importer of the premium brands Fendt and AMAZONE, HH agri stands for quality, reliability and a customer-focused approach. A strong network of dealers and experienced sales and service staff ensure professional and personalised support. The portfolio is complemented by the HH garden business unit, which covers the green space and groundcare sectors.

From the left: Tom Van Looveren (Business Unit Manager, HH agri), Christian Dreyer (Owner, AMAZONE Group), Julien Vanderhaeghe (COO, HHgroup), Dr Justus Dreyer (Owner, AMAZONE Group), Jonas Gasia (Manager for AMAZONE Products, HH agri)



Amongst the best! Image barometer 2025/26

Ranking	Agricultural machinery	Points
1	Fendt	58.7
2	AMAZONE	57.9
3	Claas	57.6
4	John Deere	54.3
5	Lemken	54.2
6	Horsch	47.9
7	Rauch	46.2
8	Köckerling	44.6
9	Kuhn	44.4
10	Krone	43.9

– The 10 best in Germany –
Source: DLG (German Agricultural Society) – 03/2026

A new record

AMAZONE jumps to second place in the list of leading agricultural machinery brands

In the DLG Image Barometer 2025/2026, AMAZONE achieved an outstanding result and climbed to second place for the first time. This once again confirms our brand's strong roots in agricultural practice. For many years, farmers and contractors have regarded AMAZONE as one of the leading manufacturers of agricultural machinery.

As a family-run business, we make investments targeted to the ongoing development of our machinery and digital solutions. Practical research, extensive testing of new methods and close collaboration with users form the basis for precise, efficient and sustainable technological concepts. For us, this increase in brand recognition is both a confirmation and an incentive. We would like to thank all our employees, as well as our customers and partners, for their trust in AMAZONE.

AMAZONE opens a new facility in El Dorado, Kansas

With the opening of a new facility in El Dorado, Kansas, the AMAZONE Group has further expanded its operations in North America. The new US facility complements the company's existing operations on the continent and strengthens its local presence in one of the most important agricultural regions in the United States.

AMAZONE has been present in the North American market since the 1970s. Following the establishment of AMAZONE Inc. in Canada in 2016 and AMAZONE USA Inc. in 2021, the company's direct presence in the US has been steadily expanding. Today, over 30 employees in Canada and the US provide on-site support to farmers and sales partners.

The new facility in El Dorado covers a total area of 2.63 acres and features a warehouse of around 3,000 m². It will serve as a logistics, assembly, and dispatch centre for both machinery and spare parts for the entire US market.

With this investment, AMAZONE is sending a clear signal of its commitment to continuing growing and its focus on the North America customer.



New AMAZONE Groundkeeper for the Magdeburg Racecourse



More than 32 years after its first demonstration, a new AMAZONE mounted mower was handed over to the Magdeburg Racing Club on October 9th, 2025. As early as 1993, a demonstration at the racecourse impressed with its simple, user-friendly technology and high standard of workmanship. At the time, it was not possible to undertake the purchase, for financial reasons. Thanks to a donor-funded initiative, a Groundkeeper has now been introduced.

From the left: Andreas Petermüller (AMAZONE groundcare territory manager), Torsten Meyer (Managing Director), Jens Hitzeroth (Technical Manager) and Christian Koch (Driver).



The eventful life of Thomas Vogler **BBG, my life**

Thomas Vogler, born in 1954, is a well-known figure and a living witness to Leipzig's industrial history, and remains remarkably active to this day. In his working life, he was a territory manager at VEB Bodenbearbeitungsgeräte Leipzig (BBG), now the AMAZONE facility. He knew many farmers in the GDR personally and, over the years, organised key staff and customer meetings in Großzschocher.

At the same time, the passionate footballer made his mark in amateur football in Leipzig, playing for clubs including Chemie Leipzig, Lok Mitte and Motor Lindenau. Even today, he remains a regular fixture at various football get-togethers.

In his book **Die BBG, mein Leben** (2025), Thomas Vogler combines his personal memories with the history of the company – from production systems at the VEB through the period of reunification to privatisation. This clearly shows the impact that committed individuals can have on businesses and the community.

This sense of responsibility is still evident today: Together with the 'Parkschloss Grünau' working group, AMAZONE's senior partner Klaus Dreyer and Rudolf Sacks' great-grandson, Dr Wieland Sack, he is committed to preserving the historic building and the park – a challenging but rewarding project from which everyone will ultimately benefit.

Practical and personalised: Homemade transport box

Mr Belitz has built his own transport box for the front linkage on his farm (Rothenschirmbacher Agrargenossenschaft e.G.) and painted it precisely in the AMAZONE green and orange colours – he even asked us for the original colour codes to do so. The box is designed for the safe transport of plant protection agents – we were happy to provide him with the appropriate stickers.



Expert insight from the field of sales promotion

“The AMAZONE Teres is the best plough on the market”

“There's one thing I can tell you: I miss working at AMAZONE,” says Hans Zens to Klaus Dreyer, co-owner of the AMAZONE Group, shortly after his retirement. “The Teres is the best plough on the market today,” Hans Zens continued. Indeed, the Teres impresses with its robust beam, patented SpeedBlade plough bodies featuring a large front shin of the mouldboard for minimal wear, and AutoAdapt for automatic, precise adjustment of the front furrow. High-speed ploughing at speeds of up to 10 km/h combined with exceptional durability – that's what sets the Teres apart.





At AMAZONE, we do it out of conviction From demonstration driver to sales manager

Sascha Bansberg has been part of the AMAZONE family since 2016. Even during his first assignment as a demonstration driver in Leipzig that summer, he was really impressed by the company culture, the people and the products.

Having grown up and been shaped by life on a family-run dairy farm in Münster, Mr Bansberg decided early on to pursue a career in agricultural engineering. After completing his training as an agricultural service specialist, he went on to qualify as a master agricultural service technician.

After seven years of experience working for a contracting firm, Mr Bansberg's keen thirst for knowledge led him to study industrial engineering at Osnabrück University of Applied Sciences. During this period, he gained his first experience in sales promotion and product marketing and wrote his bachelor's thesis in collaboration with AMAZONE.

Mr Bansberg has lived in Leipzig with his wife and their two children since 2018. From 2018 to 2021, he was responsible for sales promotion in the Leipzig area, and from 2021 to 2023, he worked in the internal sales department. Since 2023, he has been in charge of sales in Schleswig-Holstein and eastern Germany, and is the country manager for Poland.

His daily motivation is to drive continuous improvement and further to expand sustainably AMAZONE's market share.

The Journey of Thomas Backhaus More than four decades at AMAZONE

During his job interview, the then operations manager, Mr Wiendieck, asked Mr Backhaus a simple but crucial question: "Have you passed your agricultural machinery mechanic's exam? If so, you can start at 6 o'clock tomorrow morning." That's how his career at AMAZONE began in 1983 – a decision he has never regretted to this day.

Mr Backhaus spent his first year in the assembly department, where seed drills were manufactured at the time. He then moved to the welding shop, where he worked as a welder and later on with welding robots. In 1991, Mr Backhaus took on the role of foreman and, at the same time, attended evening classes to qualify as a master metalworker, business administrator, welding specialist and refrigeration technician.

In 1998, he moved into production planning, and by the end of 2000 he had joined the time management department. He still works there today, carrying out tasks such as time recording, workplace design and project work.

After a long and fulfilling career at AMAZONE, Mr Backhaus is set to embark on a new chapter in his life this autumn. Now that he is retiring from his daily working life, he is particularly looking forward to spending more time with his family and his granddaughter. His voluntary work at the sports club and his gardening remain an important part of his daily life.



Tim Summerhill

Continuity and commitment to the AMAZONE Academy

Tim Summerhill combines technical expertise, organisational skills and a deep connection to agriculture. His career began with an apprenticeship as a precision engineer, specialising in stamping and forming technology. At a friend's suggestion, he subsequently decided to study mechanical engineering at Münster University of Applied Sciences. During the semester break, he gained practical experience in the testing department at Krone before writing his final thesis at Claas in the combine harvester pre-development department.

He joined AMAZONE in 2010 as a product specialist for fertilisation and electronics in the after-sales department. He became involved in technical training and the production of training materials at an early stage. From 2012, Tim Summerhill took charge of the training centre in Hude and played a key role in establishing and continuously developing the Academy from its very beginnings to its current form. A highlight of this long-standing work was the opening of the new AMAZONE Academy in Altmoorhausen in the summer of 2025.

In his private life, Tim Summerhill has been married since 2012 and is the father of two children. As well as his work at AMAZONE, he regularly helps out on a friend's farm to unwind. He spends time with his family in the great outdoors, taking part in shared activities and going on camping trips around Europe.



“At AMAZONE, I live and breathe agricultural machinery – with passion, courage and boundless energy for breaking new ground.”

Elena Reis is 28 years old, comes from the Upper Palatinate and has a keen interest in agricultural machinery. Whilst studying agricultural sciences at the Technical University in Munich, her professional interests increasingly shifted towards agricultural engineering. Even whilst she was a student, she placed great importance on combining theory with practice and spent her semester breaks working for local agricultural contractors. There she gained valuable practical experience and had her first in-depth encounter with AMAZONE implements.

A key turning point in her future direction came at the Agritechnica exhibition two years ago. Thanks to her social media activity, Elena was invited to the AMAZONE stand. Initial discussions quickly led to a concrete opportunity – today, she works as a sales representative for Bavaria within the German sales team, supporting customers and sales partners with dedication and expertise.

Elena Reis is also active outside of work: She prefers to spend her free time in the mountains – hunting, hiking and skiing.

She is also open to new experiences and enjoys drawing inspiration from other regions and cultures.





40 years of Falcon – 20 years in partnership with AMAZONE

Falcon Agricultural Equipment (Pty) Ltd has been an integral part of the African agricultural machinery sector since 1985. Based in Howick, KwaZulu-Natal, the company has grown to become Africa's largest manufacturer of rotary mulchers. Deeply rooted in a region with a strong agricultural tradition and situated in the immediate vicinity of a leading agricultural college, this is where practical and robust implements for professional use are manufactured.

Falcon has enjoyed a close partnership with AMAZONE since 2005 – a collaboration that has created significant added value for both parties. With AMAZONE, Falcon successfully expanded into the South African market and further established the German premium



brand in sub-Saharan Africa. Conversely, AMAZONE benefited from the strong Falcon dealer network, which provided access to major machinery partners.

One visible result of this collaboration is our market leadership in fertiliser spreaders: Today, a green AMAZONE spreader can be found on almost every large commercial farm in South Africa. Success was also achieved in the niche market for trailed sprayers, as well as with soil tillage equipment.

Modern large-scale farms demand the highest precision. With its innovative strength, market expertise and trust, AMAZONE continues to be a reliable partner for South African farmers – today and in the future.

◀ AMAZONE Export Manager Wilfried Koldehoff (left), Ruben van der Merwe, AMAZONE specialist (right)





From the left: Sascha Bansberg (AMAZONE Sales Manager), Helmut Rothe (BLT Managing Director), Daniel Pade (BLT Sales Manager) and Markus Gernt (AMAZONE territory manager for Brandenburg)

Top class partner for AMAZONE machinery BLT Brandenburger Landtechnik

BLT Brandenburger Landtechnik GmbH, based in Wittstock/Dosse, is an established agricultural machinery dealer in Brandenburg. With several branches in the north and east of the state, the company supports farms and agricultural contractors with sales, service and the supply of spare parts for modern agricultural machinery. BLT has a total of 96 employees.

The company was founded on May 1st, 1998 as Rothe Landtechnik; and, since October 1st, 2001, it has operated under the name BLT Brandenburger Landtechnik GmbH. Over the years, its network of branches has continuously expanded, including the new facilities in Nauen, Kerkow and Rhinow, and the take-over of the Löwenberg branch in 2024.

One of BLT's key partners is the agricultural machinery manufacturer, AMAZONEN-WERKE. The partnership has been in place since the early years, and now encompasses the distribution of implements for fertilisation, soil tillage, sowing and plant protection. In its role as an authorised AMAZONE dealer, BLT combines its regional market and service expertise with AMAZONE's innovative strength. This close partnership is also evident in joint initiatives, such as the successful collaboration with Sales Support in Leipzig and Götting, which highlights the added value for customers in the same way.

Raiffeisen Technik HSL and AMAZONE A strong partnership for excellent service

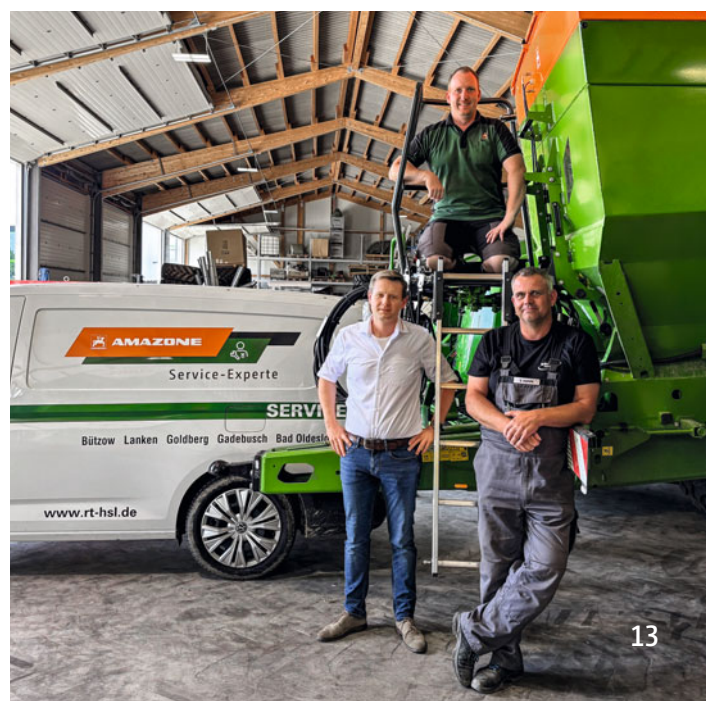
The partnership between Raiffeisen Technik HSL GmbH and AMAZONE is a particularly successful example of service quality in action within the agricultural machinery sector. As an established service centre in southern Schleswig-Holstein and western Mecklenburg-Western Pomerania, Raiffeisen Technik HSL is actively involved in the training of AMAZONE service experts.

Two service technicians are currently being trained there as part of the AMAZONE training programme – including Philipp Pein, who has been part of the programme for three years now. Training as an agricultural and construction machinery mechanic or mechatronics technician, together with regular service training sessions, forms the foundation for progressing to further specialist training. The annual two-week training course at the Academy Hude provides participants in the expert training programme with comprehensive knowledge of all AMAZONE product ranges, thereby laying the foundations for first-class customer service.

Philipp Pein has recently been provided with a newly wrapped 'AMAZONE Service Expert' vehicle, which is fully equipped with all necessary service tools. He is therefore ideally prepared for upcoming machine start offs as well as maintenance and repair work, carried out directly at the customer's premises.

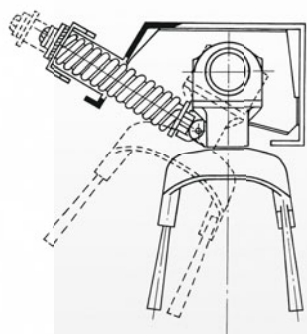
In total, around 60 AMAZONE service experts are being trained at the Academy. These are in operation in Germany, Austria and Luxembourg and form a strong network of expert service partners.

From the left: Patrick Eichholz (AMAZONE Service Manager) and the two AMAZONE service experts from Agravis Technik HSL, Phillip Pein and Stephan Hoppe



Looking back:

AMAZONE KG Rotary Cultivator



The rotary harrow enjoyed its heyday in the 1970s. It was particularly well received by farmers when used in conjunction with seed drills. The rotary harrow uses tines driven by the PTO shaft that are set in “trailing” mode – meaning that they do not actively penetrate the soil. However, this design has a significant disadvantage: the tines skim the surface and often fail to reach the desired working depth in heavy ground.

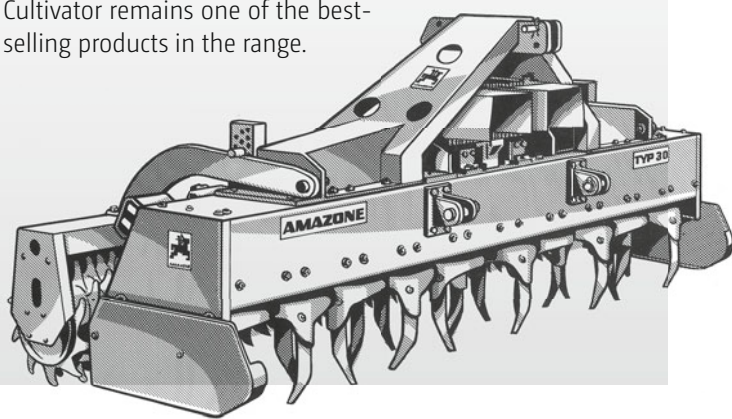
AMAZONE responded to this challenge with an innovative solution: the rotary cultivator. Unlike a rotary harrow, the tines here are “on-grip” – meaning they actively penetrate the soil, loosening it effectively and allowing for precise adjustment of the working depth.

The first AMAZONE KG rotary cultivator was of a technically sophisticated and complicated design. Each rotor assembly had its own gearbox, and strong compression springs ensured that the modules could move out of the

way if they encountered resistance. Although this solution worked, it was expensive and prone to malfunction.

As technology advanced, a significantly more robust and cost-effective solution eventually became the norm: “on-grip” tines made from hardened and tempered steel. These can automatically deflect to avoid obstacles – without the need for an additional mechanism. A principle that has proven its worth, time and time again, for almost four decades.

Today, the AMAZONE KG Rotary Cultivator remains one of the best-selling products in the range.



Reinhard Schwoppe's 'Yellow Monster' Finished, after eight years of restoration

Our long-standing colleague Reinhard Schwoppe, a mechanical engineering and IT graduate, began his career back in 1983, as a design engineer at VEB Leipziger Bodenbearbeitungsgeräte. He has been with its successor in Leipzig, AMAZONE's BBG, since 2005 – and is taking well-deserved retirement this year.

His passion is the preservation of historic agricultural machinery. The impetus for his biggest-ever restoration project came in the form of a 1974 Kirovets K-700A Russian tractor, having a power of 230 hp and 16 forward and 8 reverse gears, which had been standing unused in a farmer friend's barn for 30 years and was already destined for the scrap heap.

In 2017, Reinhard Schwoppe began completely dismantling this majestic vehicle. He overhauled the V8 engine, the gearbox, the axles and the chassis with the Knick pendulum block. To make enough space for the restoration work, he actually built a separate building in 2021. Following its restoration, the 'Yellow Monster' was first registered in 2025 displaying a red H number plate. Initial trial runs are scheduled for the spring.





AMAZONE factory overview, part 5: Bramsche

Expansion of the Bramsche facility

In 2013, we realised: in the long term, the capacity in our existing plants would not be sufficient to meet the growing demand. So we began looking for a suitable site for an additional location – preferably close to our headquarters in Gaste, so that we could also continue to make use of our experienced staff.

By a stroke of luck, the opportunity arose to purchase an entire farm, covering 25 hectares, in Schleptrup, a district of Bramsche. The plot of land belonged to the brother of a long-serving AMAZONE employee. The location was ideal: right next to the motorway to Bremen, close to a junction and on flat ground – perfect conditions for a new factory.

The biggest challenge was obtaining planning permission to build a factory, which was by no means a foregone conclusion at the time. We were all really delighted when Bramsche Town Council approved our project.

In 2017, the time had come: We bought the farm and cut the first sod – together with Bramsche's mayor, Heiner Pahlmann, and Member of the Bundestag Mathias Middelberg. Construction of our modern factory progressed rapidly, enabling us to hold the grand opening as early as August of the following year.

Today, the UF mounted sprayer, the UX trailed sprayer, the Pantera self-propelled sprayer, the ZG trailed fertiliser spreader and other large-area machinery are assembled in Bramsche. A beautiful historic barn from the original farm, which we use for presentations, has been preserved.

In 2021, we expanded the plant to include an 8,000 m² hall, and we are currently building a 13,000 m² complex for production and logistics and a 900 m² office building. Bramsche continues to grow!



The family tradition continues:

Philipp Dreyer joins the company



With Philipp Dreyer's permanent appointment in April 2026, the Dreyer family continues its long-standing family tradition. As a representative of the fifth generation, he joins the family business after completing his studies and gaining professional experience elsewhere.

Philipp Dreyer completed his degree in International Business in Maastricht and a Master's degree in Management & Technology at the Technical University in Munich. After gaining practical experience with AMAZONE and with other companies, he most recently spent two and a half years working as a management consultant at Bain & Company. We spoke to him about his career so far and his start at AMAZONE.

report: Philipp, what is it about agricultural machinery – and AMAZONE in particular – that you find so inspiring?

Philipp Dreyer: First of all, I'm really looking forward to becoming part of the AMAZONE team. We are working in an exciting industry: agriculture will have to feed an ever-expanding world population from fewer resources. Innovative agricultural machinery is a key factor in meeting this challenge. That is exactly the kind of solution we offer at AMAZONE – and that's what inspires me. What appeals to me most is working with my colleagues – their strong commitment and entrepreneurial spirit within the company means I am looking forward to the future with great anticipation.

report: You grew up with AMAZONE. What has your experience been like so far in your time with the company?

Philipp Dreyer: My sister Elena and I have grown up with AMAZONE; the company has been part of our lives since we were children. There have been lots of special experiences with the AMAZONE team. A defining moment was my time working with our Australian importer, Landpower: It was pretty cool to see how passionate the team and our customers are about AMAZONE, even on the other side of the world, and to see our implements in action!

report: You prepared yourself specifically for your role. What has your academic and internship journey been like so far?

Philipp Dreyer: That's right. Just to give you a few insights: Whilst studying Management & Technology at the Technical University in Munich, I took part in the 'Manage and More' entrepreneurship and leadership development programme run by UnternehmerTUM. We not only learnt how systematically to develop innovative products and business models through innovation projects for partners such as Bosch and

E.ON, but also received coaching in team leadership. Furthermore, as part of a university seminar, for example, I developed proposals for structuring innovation projects and had the opportunity of presenting the results to BMW CEO Oliver Zipse. Various diverse work placements at AMAZONE, as well as at BMW and at a software start-up, were also important to me, as they allowed me to get to know different companies and ways of working at an early stage and ensured I was well prepared for joining AMAZONE.

report: For the past two and a half years you have been working as a consultant at the international strategy consultancy Bain & Company. What experience did you gain there?

Philipp Dreyer: As a member of the team at Bain, I worked closely with colleagues from a wide variety of backgrounds and nationalities. We supported decision-making processes for the senior management of global companies, primarily in the mechanical engineering sector. The topics were wide-ranging, covering everything from AI strategies and mergers and acquisitions to procurement optimisation. This experience equipped me with a valuable set of tools, for example, for structured and results-oriented project work.

report: Your start is scheduled for April 2026. What exactly does your start at AMAZONE involve?

Philipp Dreyer: To begin with, I will complete a three- to four-month induction programme, during which I will gain experience in various departments. I also look forward to engaging in direct dialogue with the AMAZONE team, as well as with our customers and partners. This will be followed by a phased onboarding process, initially involving a project in the after-sales department, specifically in the spare parts division.

report: Philipp, thank you very much for talking to us, and have a great start in April!

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