OUR MISSION STATEMENT



WE FEED THE WORLD
BY INNOVATION.

FOR TOMORROW'S WORLD.
AND THE DAY AFTER TOMORROW.

Every continent, every country, every soil type and every plant is unique. Soil conditions, the climate, and socio-economic conditions influence agriculture and green space maintenance just as much as financial restraints, technical expertise, and the business's environmental objectives. AMAZONE has stood for innovation, trust and sustainable business decisions across this diverse spectrum for generations. At the same time, we are committed to reliable partnerships, innovative technology and high-capacity infrastructure.

Today, more than 2,700 enthusiastic AMAZONE employees work in over 70 countries. Our team, and our customers, are characterised by their cultural, religious, personal, and technical diversity.

AMAZONE is a globally expanding, family-owned business in which our values, our direction of travel and how we conduct ourselves are all of central importance. This understanding of ourselves has been part of AMAZONE for decades; and is deeply rooted in our awareness and our day-to-day endeavours. The mission statement describes our character and our fundamental principles, it is our motivation, orientation and our identity. It aligns the business consistently, reduces wasted effort, and makes working together easier. Only with a clear, shared commitment can we pool our strengths and grow together with our customers. The mission statement will become both our foundation and our compass – to guide our thinking, our deeds, and our future.

Our AMAZONE mission statement.



THE AMAZONE GROUP'S MISSION STATEMENT

VISION

As a provider of innovative and sustainable products and services for intelligent crop production and professional landscape maintenance, we aim to play a leading role on a global scale.

MOTIVATION

WE FEED THE WORLD BY INNOVATION.

TASKS

We focus on our customers' needs and support them over the long term with outstanding products and services together with the optimum level of expertise in advice, training and service.

CUSTOMER

As a global, family-owned company, we advocate long-term working relationships based on trust as well as cultural diversity, so that we can succeed both collectively and as individuals.

EMPLOYEES

VALUES

Customer & Success Orientation

Commitment & Team Spirit

We develop and manufacture innovative products and services, placing particular emphasis on the job that they do along with their cost-effectiveness, quality and user-friendliness.

TECHNOLOGY

Innovation &
Quality

With the help of precision technologies, we have been making a significant contribution to resource conservation and climate protection for generations.

ENVIRONMENT

Continuity &
Sustainability

OUR MOTIVATION

Humanity and nature are continuously developing, the world population is growing in number. The demand for food is growing, but in tandem with taking care of our mutual living spaces.

At the same time, limited access to resources such as energy, water, land, and qualified staff, requires that we use these resources in a sustainable and cost-effective manner – both today and for future generations.

This presents us with a challenge: More capacity with reduced resources, more output with less input. Innovative technology offers the solution to this challenge. At AMAZONE, we have been developing and producing this technology – for more than 140 years, and for all our clients worldwide.

We feed the world by innovation.

The requirements of our customers around the world are specific to their individual situation.



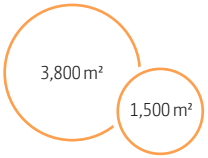
World population



1970
3.7 bn

2050
9.7 bn

Area cultivated per capita



1970 2050

OUR VALUES

CUSTOMER & SUCCESS ORIENTATION

We encourage and foster enthusiasm and appreciation of the wide range of agricultural challenges and our customers' objectives. We believe in a partnership on equal terms.

COMMITMENT & TEAM SPIRIT

We encourage and foster a creative and constructive culture characterised by open and honest dialogue. In doing so, we encourage all our staff to think and act freely with an entrepreneurial spirit. In its endeavour to remain a family-owned business, the Dreyer family aims to demonstrate determination, confidence and trust to their staff and to foster a family-like atmosphere within the team.

INNOVATION & QUALITY

We encourage and foster more than just expertise. We also promote creativity, boldness and a determination to develop and implement new solutions, as well as a commitment to the continuous improvement of the quality of our products and services.

CONTINUITY & SUSTAINABILITY

We encourage and foster long-term and sustainable practices – both in product development and in our relationships with customers, employees and partners. As an owner-managed family business, AMAZONE focuses on continuous and sustainable growth. We are committed to sustainability in this respect. Conserving resources and protecting the environment play a key role in our decision-making. This commitment to sustainability is further reinforced by the continuity provided by the Dreyer family, the company's owners, and their intention to ensure that future generations have access to healthy food and sustainable energy.



DEFINITION OF KEY TERMS

VISION	A clear picture of the future we are striving for and our long-term goals.
MOTIVATION	Our inner drive that prompts us to act.
TASKS	The specific tasks we need to tackle in the here and now to turn our vision into reality.
VALUES	The way in which we work and conduct ourselves in our roles.
INNOVATION	The concept of innovation is central to both AMAZONE's mission statement and the company's successful development. According to AMAZONE's approach to intelligent crop production, an innovation is a newly developed and implemented idea that sets new standards or delivers added value for our customers' success and is also user-friendly, cost-effective, suitable for the local conditions and socially acceptable. Innovation is not just limited to technology and machinery, but encompasses the way we all act and think. For this reason, AMAZONE encourages targeted creativity and boldness, as well as a commitment to continuous improvement on the part of every individual.
SUSTAINABILITY	Long-term success in ecological, economic and social terms for the environment, company and people.
CUSTOMER	Distribution partners, farmers, contractors and their staff, local authorities and landscape maintenance organisations, etc.

EMPLOYEES	All persons who are in a contractual employment relationship with the AMAZONE Group – including temporary personnel.
CULTURAL DIVERSITY	We respect all employees and fellow human beings regardless of their cultural background, nationality, ethnic origin, age, sexual orientation or religion.
SUCCESS	Productive and rewarding, both in terms of farming, personal fulfilment and economic gain.
QUALITY	For us, quality means offering robust, reliable products, precise results, user-friendly operation and excellent service. Quality is the attitude of approaching our work with high standards, diligence, a sense of responsibility and a willingness to learn.
COST-EFFECTIVENESS	A positive financial benefit for customers and AMAZONE.
PARTNERS	Suppliers, service providers and other organisations (e.g. public authorities, universities).
MANAGEMENT	Our managers embody commitment and team spirit by fostering a creative, constructive culture characterised by open and honest dialogue, strengthening entrepreneurial thinking and empowering our staff to act independently and with boldness.

Any reference to people refers equally to all genders.

The desire to establish a mission statement arose from a joint initiative by the FG 1 Management Team and the Dreyer family. The content was developed in collaboration with staff from various departments, hierarchies and with different professional and personal backgrounds. We would like to encourage all current and future staff, partners and customers to read this document regularly and to reflect honestly on their own actions. We, too, are using this project as an opportunity to review our decisions and actions and to continue to grow successfully alongside AMAZONE.

Hasbergen-Gaste, 01/08/2026



Christian Dreyer
Chairman of the Board
& Owner



Dr. Justus Dreyer
Chairman of the Board
& Owner



The “FG 1” Management Team in 2026
The two Joint Chairmen of the Board and owners, Dr Justus Dreyer (third from left) and Christian Dreyer (third from right), Klaus Dreyer, partner (centre) and managing directors (from left) Dr Stephan Evers (Production, IT and Quality), Ludger Braunsmann (Business Administration, Purchasing and Human Resources), Dr Rainer Resch (Research and Development) and Andreas Hemeyer (Sales, Marketing and After-Sales).

WE FEED THE WORLD BY INNOVATION.





ENDLESS GOOD IDEAS
FOR OUR FUTURE



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