

TAFE launches its Massey Ferguson 1134, the haulage special with MDSS brakes

- **TAFE delivers 111 Massey Ferguson 1134 tractors to customers**
- **The first tractor in India to be fitted with MDSS brakes with 'Fricpads'**
- **Ideal for the rural entrepreneur engaged in haulage operations**
- **Suited for carrying building and construction materials and agriculture produce through challenging terrains**

Bhopal | February 22, 2016: In a first of its kind event, Tractors and Farm Equipment Limited (TAFE) organized a mega launch of its Massey Ferguson (MF) 1134 tractor. Held at Jamboori Grounds, BHEL, the launch was attended by about 600 people where the new MF 1134 was delivered to 111 customers.

The new 35 HP range Massey Ferguson 1134 tractor is suited for the rural entrepreneur engaged in haulage operations. Its longer wheel base, rigid heavy duty front axle, flat back end with hitch rails and tipping trolley oil pipe kit makes it adept at carrying building and construction materials and agriculture produce through tough terrains and prevents safety issues like front lifting of tractor. The Massey Ferguson 1134 is the first tractor in India to be fitted with MDSS brakes with revolutionary 'Fricpads'. It comes equipped with the fuel efficient Simpson S334 engine known for his high torque and superior diesel mileage.

This tractor has been designed with an emphasis on carrying out haulage operations in the most safe and efficient manner. The brakes are made of patented MDSS 906 material with copper heat dissipaters and offer 33% more brake contact area. This prevents powdering of brake linings. This brake therefore prevents overheating and there is no oil drag in the braking system ensuring superior braking and longer life. The tractor is loaded with advanced features designed to enhance safety and stability during haulage operations.



About TAFE:

The world's third largest tractor manufacturer and second largest in India by volumes with an annual sale of over 150,000 tractors; TAFE is one of the leading exporters of tractors from India with a turnover in excess of INR 93 billion. TAFE manufactures a range of tractors in the sub 100 HP segment in both the air-cooled and water-cooled platforms and markets them under its three iconic brands - Massey Ferguson, TAFE and Eicher. Its over 1000 strong distribution network covers the entire length and breadth of India. Apart from India, its products have found excellent acceptance in over 85 countries across the world, including developed countries in Europe and the Americas.

Apart from tractors and farm machinery, TAFE manufactures diesel engines, batteries, hydraulic pumps and cylinders, gears and transmission components, besides business interest in vehicle franchises and plantations. TAFE is committed to the total quality movement and three of its tractor plants are certified under ISO 9001 and ISO 14001.

TAFE was named the Best Employer in India 2013 by Aon Hewitt. It has also been presented, the TPM Excellence Award from the Japan Institute of Plant Management several times, the Frost & Sullivan - IMEA Award for significant progress towards reliable processes, the Regional Contributor Award for quality supplies from Toyota Motor Company, Japan, the Manufacturing Supply Chain Operational Excellence - Automobile Award at the second Asia Manufacturing Supply Chain Summit, the Agriculture Leadership Award by Agriculture Today magazine, the Corporate Citizen of the Year Award by Public Relations Council of India, and also received Commendation for Significant Achievement on the journey towards Business Excellence by the CII-EXIM Bank - Business Excellence Award jury, etc. to name a few.

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