



Massey Ferguson and ITL team up for new compact tractor range

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New value-oriented tractor range starting at 20 hp to roll out across Europe and the Middle East in 2027



Massey Ferguson is moving deeper into the low-horsepower and compact tractor segment through a strategic supply partnership with International Tractors Limited (ITL), combining the global brand's market reach with ITL's manufacturing scale.

AGCO Corporation announced that Massey Ferguson will introduce a new range of value-oriented compact tractors starting at 20 hp, with a phased rollout planned across Europe and the Middle East during 2027. The partnership is designed to broaden Massey Ferguson's offering in a segment that serves an increasingly diverse customer base, from farmers and private landowners to municipalities and grounds-care professionals.

The move gives Massey Ferguson a wider product proposition at the lower end of the horsepower spectrum without relying solely on an internally developed manufacturing footprint. For ITL, the partnership creates an opportunity to extend its manufacturing capabilities into additional international markets through a globally recognised agricultural brand.

"This new offering represents an important step in Massey Ferguson's strategy to strengthen its position in the growing compact tractor market," said Jérôme Aubrion, Senior Marketing Director, Massey Ferguson Europe and Middle East. He said the range would address the needs of private landowners, municipalities, grounds-care professionals and part-time farmers while retaining the brand's established customer support and dealer proposition.

The initial rollout will cover the Europe and Middle East (EME) region, with models introduced progressively through 2027. The companies said the tractors will be developed to Massey Ferguson specifications, bringing together ITL's manufacturing capabilities with Massey Ferguson's brand, dealer and customer-support infrastructure.

For a tractor industry facing increasingly segmented demand, the partnership reflects a broader shift towards more targeted product strategies. Compact tractors serve applications that extend beyond conventional full-time farming, including smallholdings, municipal operations, landscaping and specialised agricultural work. Expanding coverage in this segment can therefore give manufacturers access to customers whose requirements differ substantially from those of conventional large-scale farm operators.

Deepak Mittal, Managing Director, ITL, said the partnership marked an important milestone in the company's global expansion. "Together, we are developing a range built to Massey Ferguson's specifications, combining ITL's manufacturing

scale with the design, support and dealer experience that Massey Ferguson customers expect,” he said.

The announcement coincides with the introduction of the new tractor range to Massey Ferguson dealers and customers. The phased 2027 launch will determine how quickly the new portfolio can establish a presence across the EME compact tractor market.

The partnership also highlights the growing importance of manufacturing alliances in the global tractor industry, where companies are increasingly seeking to expand product coverage, optimise manufacturing economics and enter new customer segments without replicating the entire value chain in every market.