The power of advertising



An advert usually only has a second in which to catch your eye to take a proper good look at it.

So when Adrian Lavender was flicking through Farmers Guide last May and saw a MANNS advertisement for a new ARION 610C with an on-farm price of Σ 60,000, he decided to contact MANNS Norfolk for more information.

"I initially flicked on past the advert, but it then registered what it said, so turned back to look again at exactly what the offer was," explains Adrian. "We weren't in the market to change our tractor, let alone buy a new one, but it was the fact that it specifically mentioned the ARION 610 that initially caught my eye as that is our perfect tractor. Had it mentioned any other model I would not have been interested."

THE LAST NEW TRACTOR WAS 25 YEARS AGO

Adrian and his brothers farm 200ha near Northwold in Norfolk, mainly growing cereals but they also make 40ha of hay for sale. Le Mans built tractors have been used on the farm for many years, starting with a Renault Ares 620 and then progressing onto a CLAAS Ares 656 in 2005, which in turn was superseded by an ARION 610, plus they also run a small AXOS.

"The last new tractor we bought was 25 years ago, so to buy new instead of used was a big investment for a small family farm, but it was too good an offer to ignore. Having discussed it with my brothers, I then spoke to Thomas English at MANNS was invaluable to us, because of his considerable product knowledge and being able to tailor a finance deal that suited our cashflow."



IDEAL FOR OUR NEEDS

"The ARION 610C is ideal for our needs. We don't need electronics, just a straightforward 'no nonsense' versatile tractor that can be used for cultivating, combination drilling, spraying and fertiliser spreading. At 145hp, the ARION 610C is a step up in power and weight from our old 610, which was a 120hp 2011 model that had done 3,800 hours. It could be said its overpowered for our needs, but that's no bad thing as it will certainly be on the farm for a very long time, so it gives us options for the future.

""The cab layout on the old ARION was very good, but this is better still and there is plenty of room. The visibility is excellent and even the suspension feels smoother. It also seems to be very good on fuel, but it is still early days.

"This has the 24 gear HEXASHIFT, which gives us a wider choice of gears compared to the 16 speed QUADRISHIFT on the old ARION. We also opted for the 540 ECO PTO, which we use for fertiliser spreading, and a front linkage for a press when drilling and broadcasting cover crops. I also like the other features such as the electric control for the PTO with auto shut-off, which is a good feature, and the airbrakes, which give it plenty of stopping power, in addition to small things like being able to swing the steering column up for easier access."

CLAA5

The advert that caught Mr Lavender's eye last Spring. This offer is no longer valid, but it is always worth asking your CLAAS dealer what current offers are available.

021 CLAAS ARION 610 CLASSIC 145HP INANCE • WARRANTY 3 YEARS / 3000H ON FARM PRICE £59,950