



Antonio Carraro spa

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PRESS RELEASE

One hundred years of tractors

From Giovanni Carraro's first multi-purpose sowing machine
to the first multi-function tractor in the world by Antonio Carraro

Antonio Carraro will celebrate a century of farming machinery with a lavish party during EIMA at Bologna on 10th November 2010.

A Limited Edition will be available for our 2010 customers

Brief history

Born in Campodarsego, Padova, in 1890, the second son of Giuseppe and Marina Carraro, considered the "cadet" of the small family of craftsmen, blacksmiths and farriers, Giovanni Carraro entered his father's workshop when he was aged just 11. His older brother Domenico, known as Nei, already worked there: they made ploughs, shovels, pitchforks and various other pieces of farming equipment. Giovanni and Domenico quickly earned themselves a reputation as capable, strong and creative blacksmiths. As they worked, they sang to the rhythm of the hammer, attracting the admiring curiosity of passers-by. Following the advice of an elderly family friend, Giovanni went to evening school in Padova, where he learned technical drawing and general elements of engineering. He spent the money he earned on iron and tools for making "everything he had in his head". For some time, in fact, he had been wanting to build a revolutionary farming tool. A "multi-purpose" machine. He worked day and night on his creation and then took it to the "Industrial Farming Exhibition" of Padova in 1910 where he participated in a competition for the most innovative piece of equipment. It was a success. Giovanni Carraro, who was the youngest exhibitor, aged just 19, won the much sought after award: a medal and "Diploma of encouragement and honourable mention". On that day, he realised that his destiny was in his workshop at Campodarsego,. Later, Giovanni Carraro became increasingly fond of his village. He was even mayor. A witty man, when he got older, he used to stick his finger up and say: "Campodarsego, caput mundi!" A paradoxical eulogy to the small village where his fortune began.

Giovanni had six children, including Antonio, born in 1932, the first person to market a four equal wheel drive compact tractor. As a boy, he grew up among sowing machines and played with his brothers on the shaft of the hammer used to beat and work the iron. Then, when he turned 10, he began to work and became an expert in the use of lathes and shears, machines used to work iron.



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Antonio Carraro, inventor of the multi-purpose tractor and of the first reversible tractor

During the World Wars, Carraro, like most industries, stopped production, to then restart with a dash. During the decade following 1945, Antonio had a great intuition: to create a machine that did not exist on the market at that time, a compact multi-purpose tractor offering alternative and innovative solutions. And so the company Antonio Carraro di Giovanni was established in Giovanni's workshop.

Antonio needed expert employees from the farming world, capable of understanding the revolutionary tractor concept and capable, in turn, of explaining it to potential customers.

He went into the countryside to look for his collaborators. The first models mounted 18 HP engines, and then, year after year, the engines became more and more powerful and sophisticated, until the company became market leader and conquered the countryside, with the aim of providing the best technical solutions in the field of specialised agriculture, also in the harshest conditions, and in groundcare and road maintenance.

Antonio Carraro has thus become the **leading brand in Italy and world leader in 4-wheel drive compact tractors from 20 to 100 hp** (source: registration data – Italian Ministry of Transport). The construction philosophy of Antonio Carraro products is based on continuous technological innovation.

In 1973, Antonio Carraro established a '**Study and Research Centre**' where a team of technicians focuses on research into innovative products. Partnerships began with the University Institutes of Padova, Bologna, Berlin, Humboldt and Sydney.

Some important results achieved by the AC SRC concern the following innovative projects:

- RGS™ Rev-Guide System Antonio Carraro, an integrated system of technical solutions that allow the driving position to be reversed in a few seconds in order to face both the driving directions of the tractor with all types of equipment, towed and/or frontal
- ACTIO™ Antonio Carraro Integral Oscillating Chassis, a special chassis for tractors with a projecting engine offering unsurpassable stability and comfort
- THE FIRST BIOGAS TRACTOR: a research project carried out in close collaboration with the Agricultural Faculty of the University of Padova (Prof. De Zanche)
- VIMAC: a hydrostatic transmission system of AC vehicles for the civil sector
- ACTIF™ a flexible integral chassis used on road maintenance and groundcare models
- Introduction of the KAIZEN system: company reorganisation training managed by Porsche Consulting of Stuttgart.
- Protector: design and realisation of the first pressurised cab in the "Super Low Profile" family (h=1749cm) featuring a futuristic design. The pressurisation and digital control ensures the operator is isolated from toxic fumes when working with plant protection products. Antonio Carraro is still the only maker of these cabins in the world.

In 2007, Antonio Carraro set up its own team of trainers dedicated to external consulting called "**ACBylean**". It provides Kaizen training courses and logistic reorganisation services to companies in any sector. The objective of the ACBylean method is to obtain immediate economic benefits in terms of eliminating waste and achieving savings in production costs.



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Antonio Carraro tractor applications

Antonio Carraro tractors can treat, aerate and spread in all types of terrain with great rapidity and precision.

They can work in orchards, greenhouses and fields, as well as maintain worksites, roads and sports facilities.

2010: presentation of Mach 4, the first reversible tractor in the world with 4 articulated tracks and a power output of 87 hp, capable of working in all morphological conditions.

BUSINESS UNITS

TRACTOR PEOPLE LINE: tractors for specialised farming (vineyards, orchards, nurseries, greenhouses, crops grown in rows).

GROUND CARE LINE: tractors for civil maintenance (public and private grounds, urban cleaning, roads).

DOLCE VITA LINE: basic tractors and transporters with medium power outputs for hobby farming.

Antonio Carraro spa in numbers

2010: Today, Antonio Carraro Spa occupies first place in Italy (overall tractor segment 10% and compact tractor sector 20%) and second place in Europe (15% in the compact tractor sector). It produces 5,000 tractors a year.

Factory area: 120,000 m² total, 40,000 of which covered by modern production lines. Employees: 400, 35 of which working in the R&D (Research & Development) Department to which 8% of annual turnover is allocated. The R&D department, founded in 1973, enjoys partnerships with leading European universities concerning innovative technological and design projects.

2008 turnover: 78,000,000 euros.

The company has six commercial branches in the world.

Barcelona for the Spanish market, Taren Point for the Australian market, Napa (California) in the USA, Santiago (Chile) for the whole of South America, Lognes in France, and the recently opened Turkish market of ACAnadolu with headquarters in Istanbul.



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Corporate mission Constant evolution under the banner of Italian style

The operative, sales, production and research & development headquarters of the company have always been located at Campodarsego (Padova).

Antonio Carraro is president of the company and several members of the third generation of the family also work with the company: Marcello- MD, Liliana- image and communication director, Massimiliano, innovation marketing director, Silvia, Davide and Barbara.

The company believes that the community of customers and collaborators and work ethics are the key to its success.

The company is proud that three generations of some families have worked for it.

Some managers have been determining factors in the development of the company. These include Pier Claudio Massarotto who has been with the company for 30 years and is now director of research & development, Giorgio Ceccato, sales director, the son of Sergio Ceccato, one of the first Antonio Carraro employees who became a historical Area manager for the company. The president says he found him in the countryside near Riviera del Brenta. He was a sharecropper and could drive tractors when he was 13. Antonio Carraro, who had met him at a fair and had appreciated his passion for farming machinery made sure not to lose him. One day he went to the field where Ceccato was working with a sowing machine and hired him on the spot saying: "Tomorrow I'll be waiting for you in the factory." From father to son, from brother to brother, the Bellinato, Stefan, Cosma, Nalesso, Vallotto, Munaro, Salviato, Rozzato, Peron, Pauro, Osto, Baesso, Betto and Giacometti families all work for the company.

Important historical events

1910 Giovanni Carraro received a "Diploma of encouragement and honourable merit" at the Padova Agricultural Exhibition for his first multifunctional tractor.

1925 Giovanni Carraro began production of a series of sowers (GC "1400" and GC "1700") that played a large part in the expansion of the surface of cereal crops between and after the World Wars.

1951 This was the year of the first Giovanni Carraro automatic sower: Giovanni's idea was to create something to keep up with the times, substituting animal traction with a combustion engine. In order to meet the unexpected demand new buildings, machinery and staff needed to be found.

1956 Giovanni Carraro got himself a technical office and designed a machine capable of carrying out the task of sowing and being an agricultural tractor. The "Universal" tractor was born, a tractor complete with sower and cutting bar.

1958 At the Verona Fair the first prototype of a real tractor with the Giovanni Carraro brand on it, the "Carraro 23".

1959 Giovanni Carraro's sons go their separate ways giving rise to two separate companies: the "Giovanni Carraro Mechanical workshops belonging to Oscar and Mario Carraro and Fratelli SAS" (today Carraro spa, world leader for tractor axles) and "Carraro Antonio di Giovanni" (today Antonio Carraro spa that opted to produce compact tractors with equal four wheeled drive, adopting as its brand logo the image of the "four rotating horses", a Persian emblem dating back to grafitto from 1500.



Tractor people



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1960 Antonio Carraro launches "Scarabeo" a sort of German-style motor-cultivator: elegant, refined, comfortable. The name "Scarabeo" symbolised rebirth and strength.

1964 The Tigre comes out. The design of a small tractor with original features is developed: articulated with an engine capacity of 20 CV. "Tigre" has remained the company's winning brand name right up to today. An Antonio Carraro "strong-product", identifiable even without the branding.

1966 Tigre Bengala. More powerful, structured tractors are developed. The expansion of the Antonio Carraro brand in Italy and Europe begins.

1969 Supertigre635. It is an articulated tractor with an engine power of 35 hp. The company recognises strong demand as its diffusion throughout Europe continues to grow.

1972 Tigrone 740. Powerful compact tractor with steering wheels. Power increases. The gap between the competition grows: the Antonio Carraro brand is now a market leader.

1974 Tigrone Atlas and Tropical. First generation of tractor with an oscillating chassis, of weight and power comparable with traditional tractors. It is used in agricultural and forestry situations. Certain tractors, as well as in Northern Europe, go to South Africa, Nigeria and Australia.

1980 Tigrone King. The new, robust and reliable, 24 speed transmission is introduced. The first reversible models are introduced.

1990 Series 22. A series of long-life tractors in a variety of models are introduced. Highly reliable tractors. Antonio Carraro becomes a leading brand for compact tractors. The company celebrates the great success of a memorable event "Forza Tigre World Meeting" that brought together more than one thousand Antonio Carraro dealers from around the world. The reversible model "Tritrac" became the progenitor of a new generation of tractors.

1999 The company's restructuring under the protection of Porsche Consulting from Stuttgart. The buzz word is "kaizen", continual improvement of all departments. The Antonio Carraro customer has to have the best of everything.

2000 Ergit Series. A new range of articulated, steering compact tractors is developed with reversible drive and high technological content as well as automobile style comfort. All models must be fitted with a cab.

2005 Tigrone Series. With a world meeting, the "Tigrone Day", a new series of compact tractors was launched with engine powers of 40 to 70 hp expressly developed for specialised cultivations in the Mediterranean Basin. The singer Albano Carrisi and the world motorcycle champion Giacomo Agostini were the event's testimonials.

2009 The Ergit 100 Series. A series of tractor-gems with engine capacities reaching 100 hp that focus on absolute comfort due to a meticulous attention paid to every detail.

2010 Antonio Carraro celebrates its 100 year history in wait of more victorious chapters. This prestigious achievement will be celebrated with a lavish party during the first evening of Eima, Bologna, the most important agricultural fair in Italy.



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Curiosities

Over the years many famous people in Italy and from all over the world have purchased products from Antonio Carraro.

Entrepreneurs include the Agnelli family (Villa Perosa), the Benetton family (Asolo golf club), Wanda Ferragamo, the actress Zeudi Araya, Ita Marzotto, Guido Barilla, Pilade Riello, Ignazio Maramotti (Max Mara) and Andrea Riffeser (Poligrafica publishers).

Singers include Sting and Mogol (both of whom own farms in Tuscany), Gianni Morandi and Albano Carrisi, the latter also being famous for his wines. Sportsmen include, the many-times champion motorcyclist Giacomo Agostini, the international horse-riding champion Franke Slootak, the F1 driver Kimi Raikonen, the former Austrian tennis champion Thomas Muster, as well as Hans Horn, horse-riding instructor of princess Rania of Jordan. The newly appointed Italian Minister for Agriculture, Giancarlo Galan, and Monica Ghedini, wife of the lawyer of the Italian Prime Minister, Silvio Berlusconi, also look after their country estates with AC tractors. Massimo d'Alema, another well-known Italian politician, also farms his country estate in Gallipoli with an AC. Not only orchards and farmland. Famous golf clubs, several soccer fields and stables hosting highly prestigious events all over the world are kept in perfect condition by Antonio Carraro vehicles.

*Antonio Carraro tractors have become
world leaders thanks to 100 years of research and passion.
Thank you to all who have contributed and believed in us!
Thank you to our tribe, our Tractor People!
Antonio Carraro*