







European dealers appreciate their tractors operators

RESULTS 2016









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Responses

	2011	2012	2013	2014	2015	2016
BELGIUM	-	-	-	36	40	63
DENMARK	96	76	108	84	92	93
FRANCE	288	269	303	332	308	280
GERMANY	313	305	244	301	274	285
ITALY	58	-	-	-	168	143
POLAND	38	32	30	46	63	42
THE NETHERLANDS	163	168	174	199	176	149
SWITZERLAND	131	100	96	132	-	-
UNITED KINGDOM	-	145	180	122	133	150
	1087	1095	1135	1252	1254	1205
	DENMARK FRANCE GERMANY ITALY POLAND THE NETHERLANDS SWITZERLAND	BELGIUM-DENMARK96FRANCE288GERMANY313ITALY58POLAND38THE NETHERLANDS163SWITZERLAND131UNITED KINGDOM-	BELGIUM-DENMARK9676FRANCE288269GERMANY313305ITALY58-POLAND3832THE NETHERLANDS163168SWITZERLAND131100UNITED KINGDOM-145	BELGIUMDENMARK9676108FRANCE288269303GERMANY313305244ITALY58POLAND383230THE NETHERLANDS163168174SWITZERLAND13110096UNITED KINGDOM-145180	BELGIUM - - - 36 DENMARK 96 76 108 84 FRANCE 288 269 303 332 GERMANY 313 305 244 301 ITALY 58 - - - POLAND 38 32 30 46 THE NETHERLANDS 163 168 174 199 SWITZERLAND 131 100 96 132 UNITED KINGDOM - 145 180 122	BELGIUM - - - 36 40 DENMARK 96 76 108 84 92 FRANCE 288 269 303 332 308 GERMANY 313 305 244 301 274 ITALY 58 - - 168 POLAND 38 32 30 46 63 THE NETHERLANDS 163 168 174 199 176 SWITZERLAND 131 100 96 132 - UNITED KINGDOM - 145 180 122 133









The answers to the questionnaires

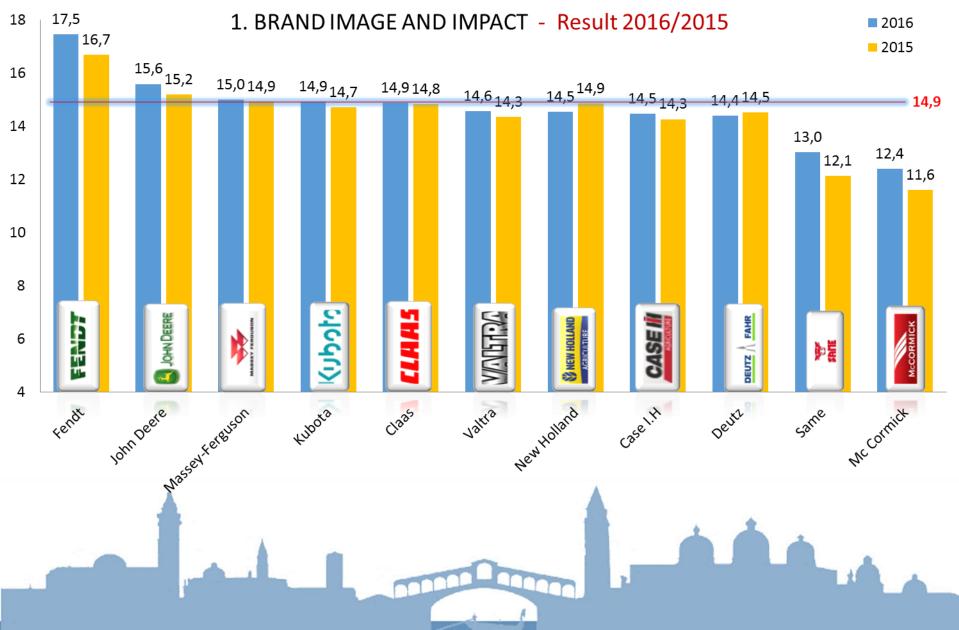










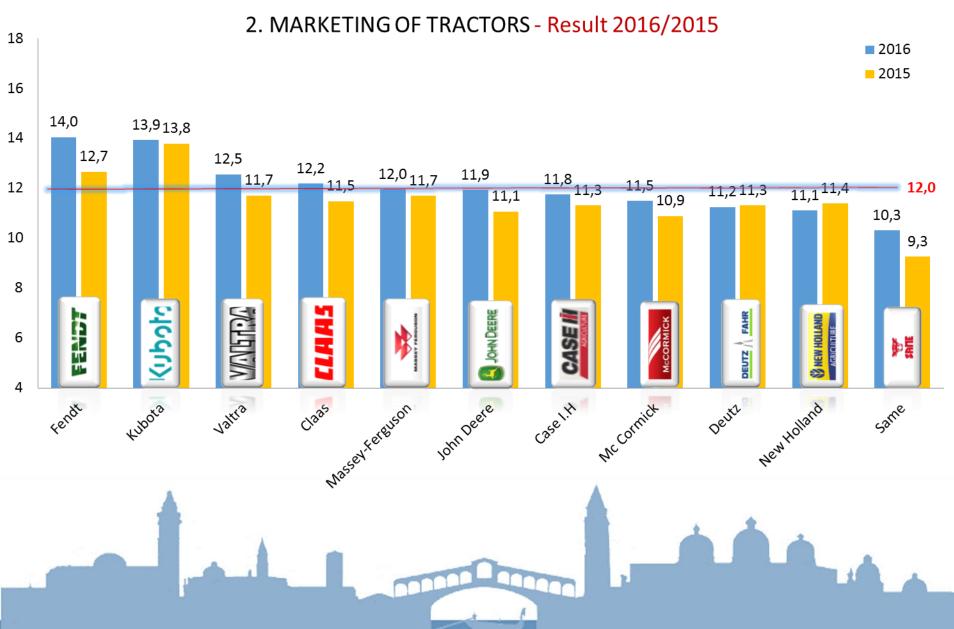












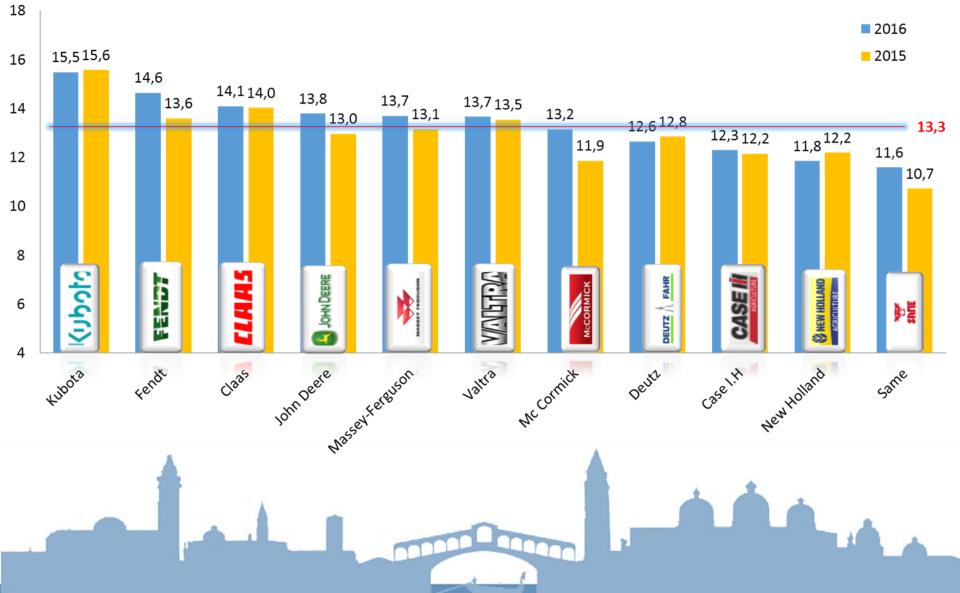








3. MARKETING OF SPARE PARTS - Result 2016/2015

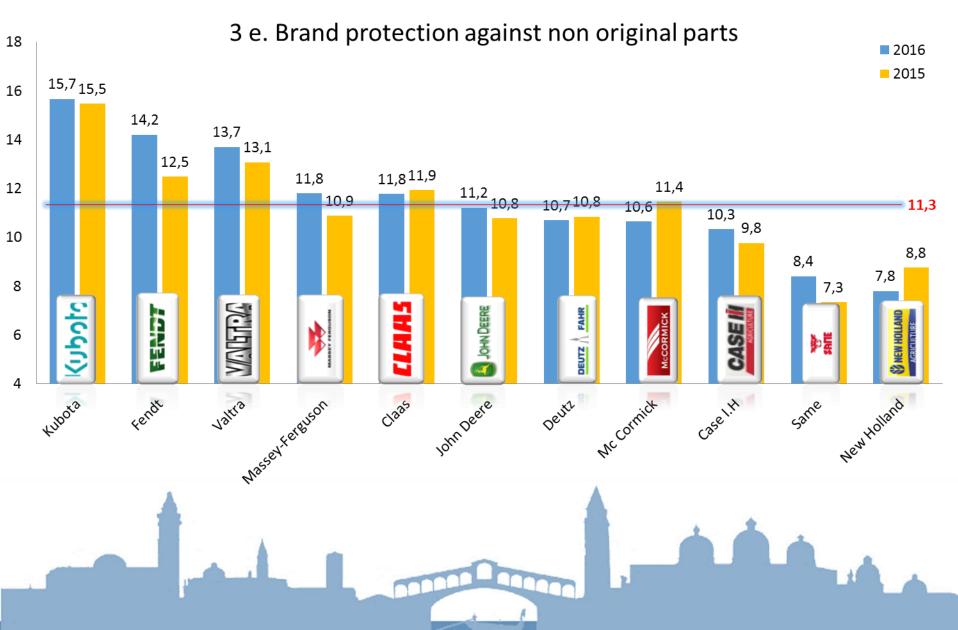










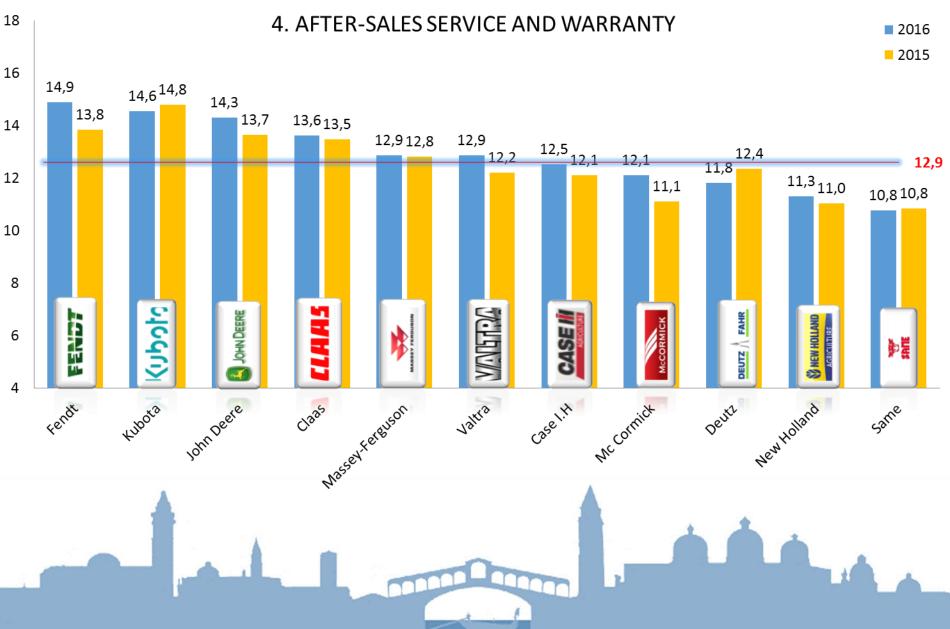












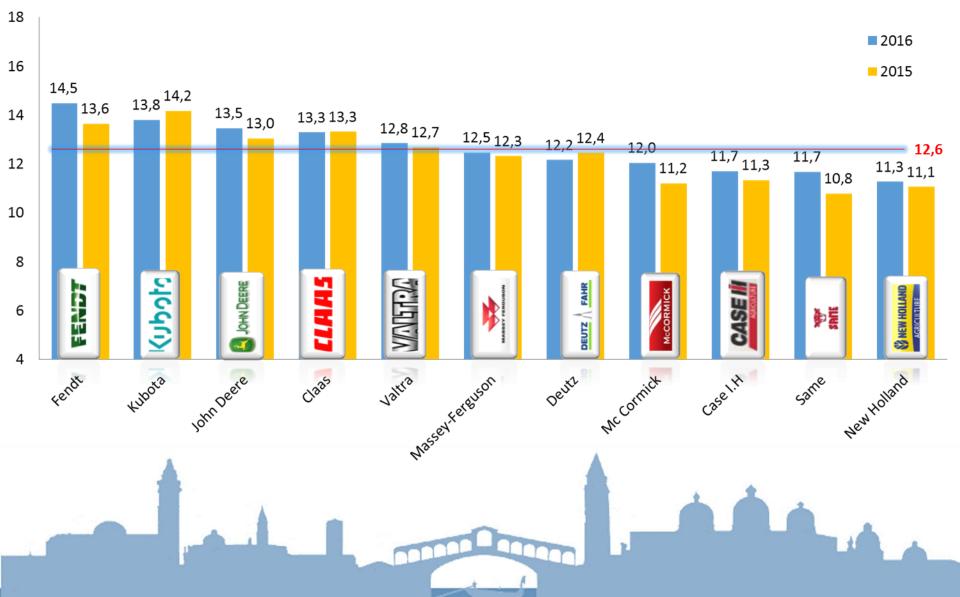








5. COMPUTER SERVICES

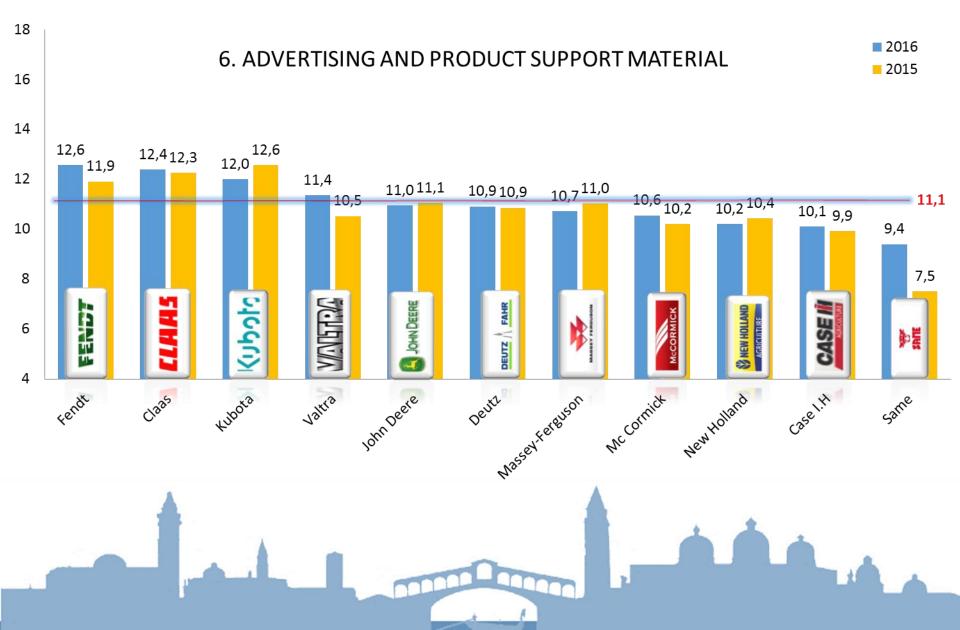










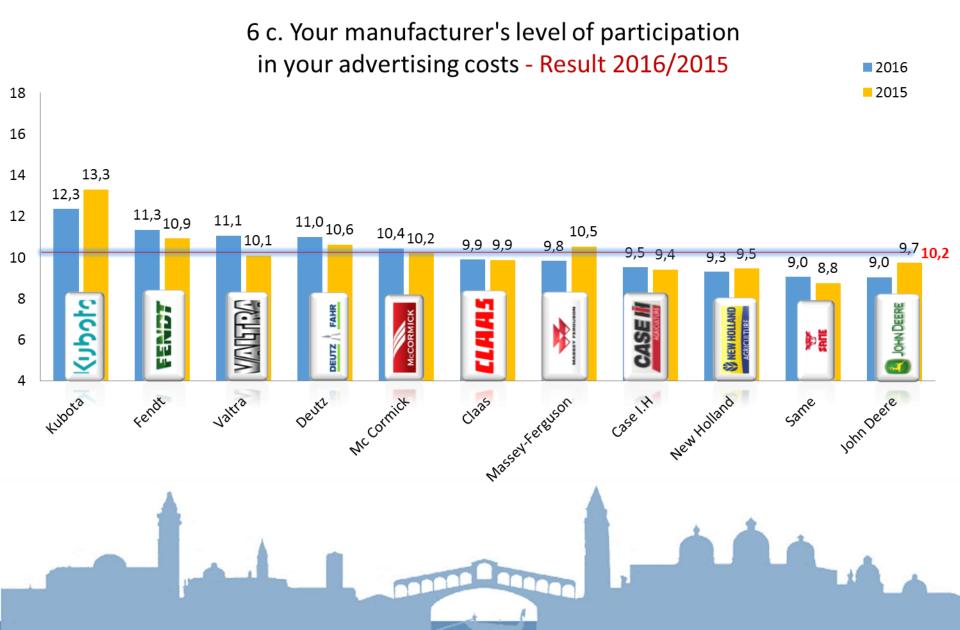




















7. ADMINISTRATION AND TERMS OF PAYMENT 18 2016 2015 16 15,0 14,4 14,4 ^{13,7} 13,3 ^{13,6}13,4 13,4 14 13,3 12,612,7 12,712,7 12.6 12.6 12,5 13,0 ^{12,1}11,7 12,0 11,9 11,7 12 11,2 10 8 choduly CASEII JOHN DEERE FAHR S NEW HOLLAND AGRICULTURE 6 ₽Ë -DEUTZ NewHolland Mc Cornick 4 Case 1.H MasseyFereuson John Deere Valtra 01335 Deutz Kubota Fendt same





















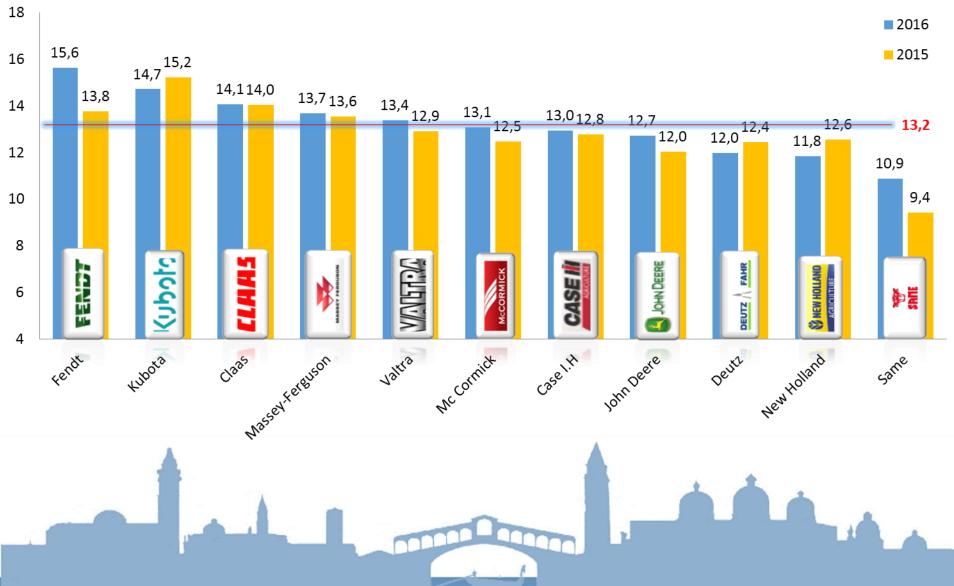








9. THE MANAGEMENT



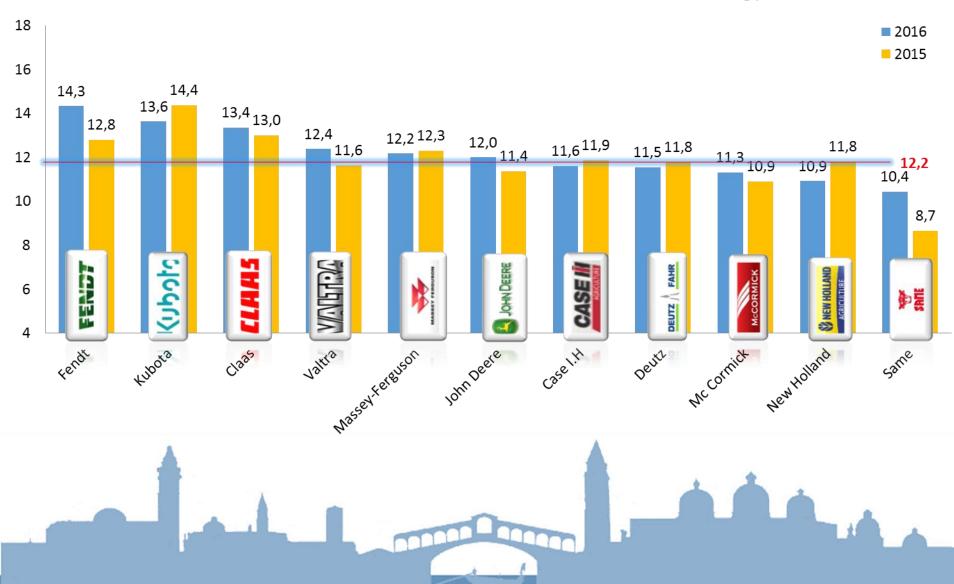






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9 e. Communication and realism of manufacturer's strategy

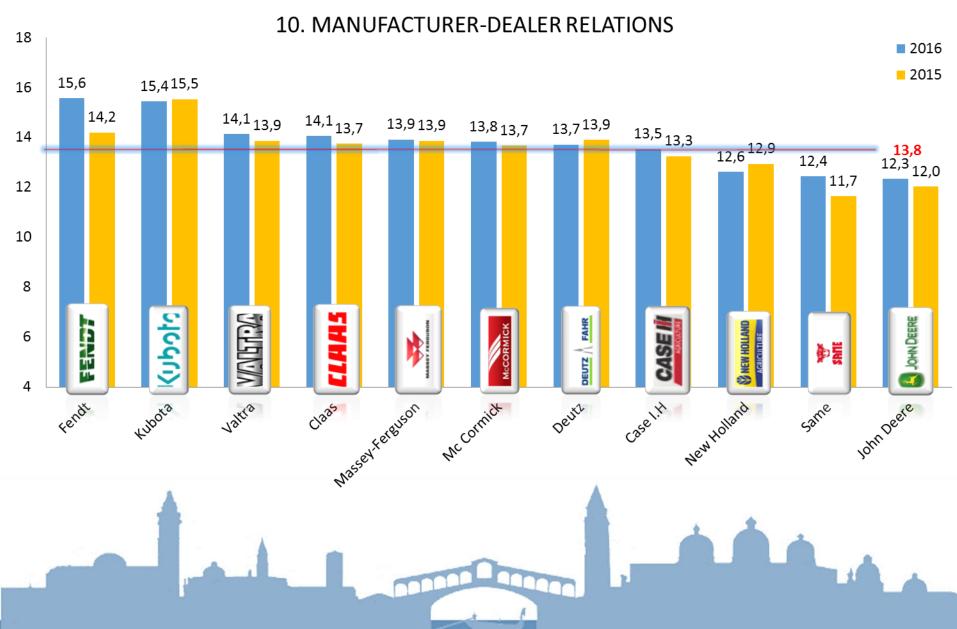










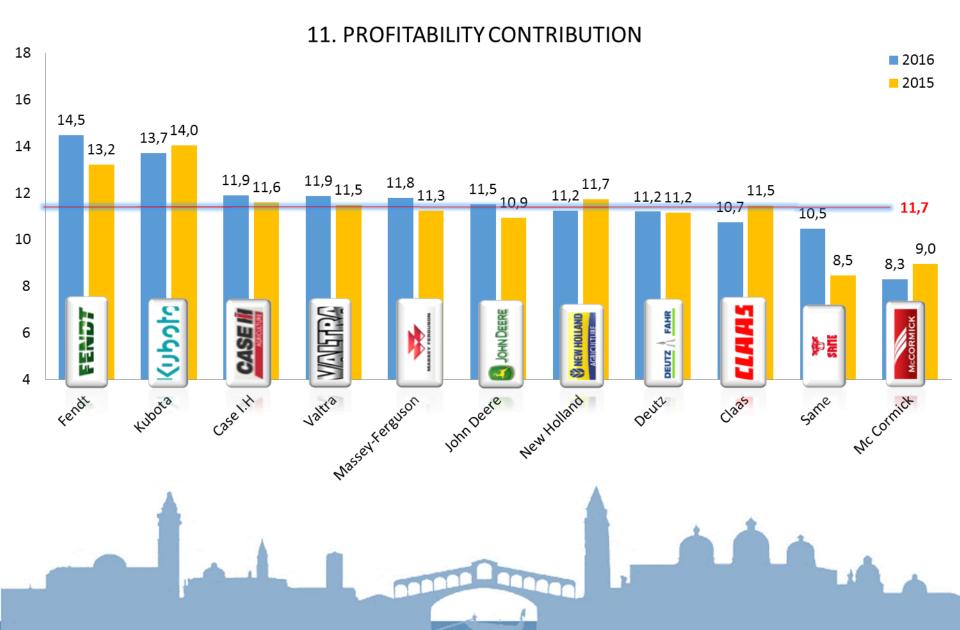










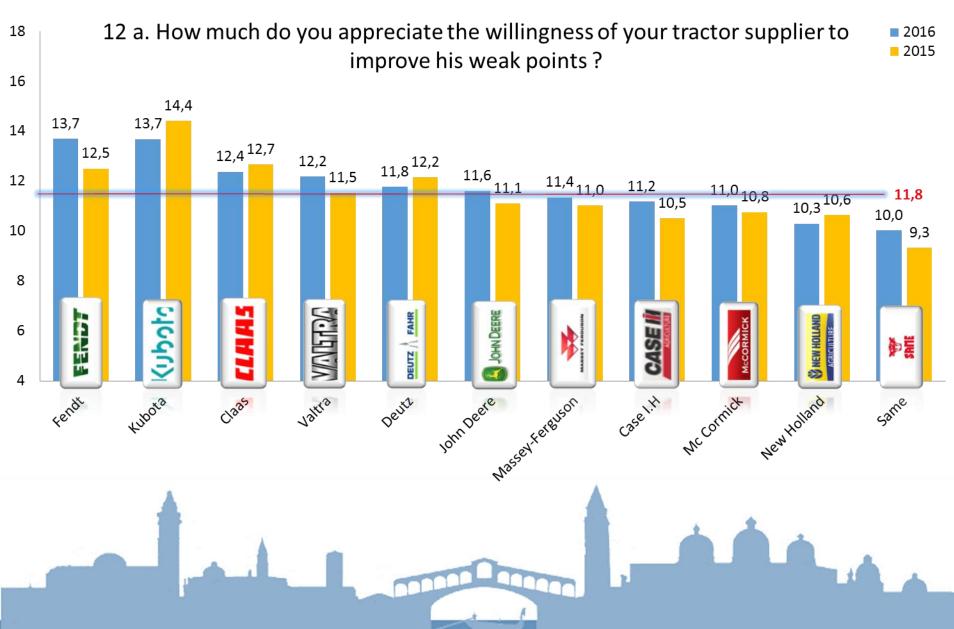










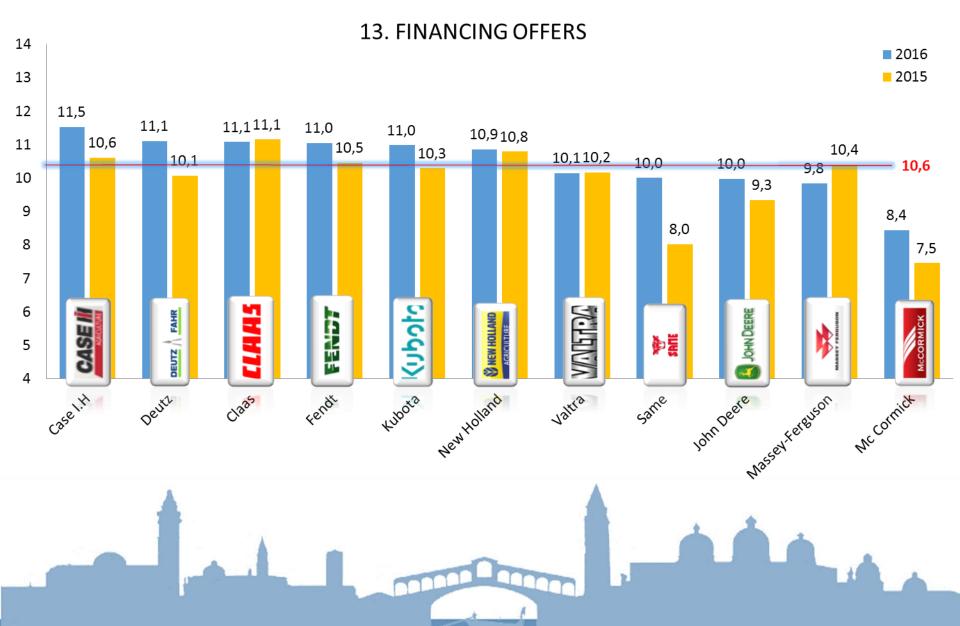












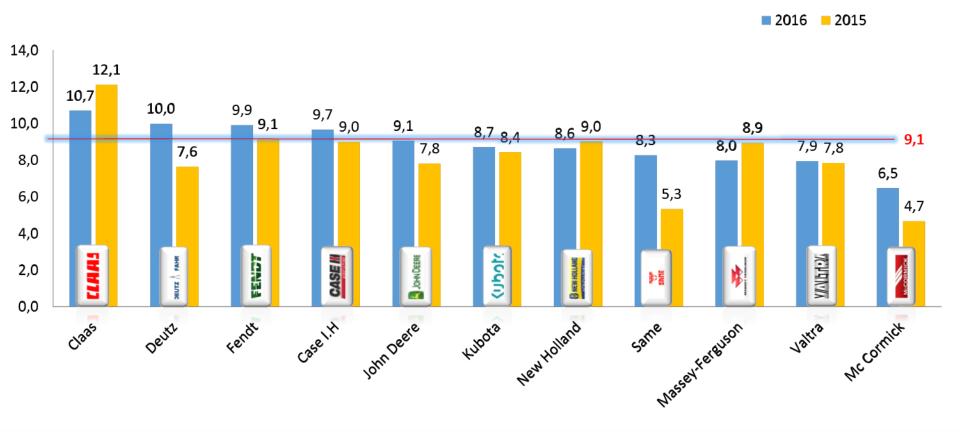








13.f. The help provided for renting equipment - Result 2016/2015













14 12,9 2016 2015 12 11,0 10,610,4 9,7 10 9,0 8,6 8.4 8,3 8,3 8.3 8,1 - 8,7 7,8 7,8 7,7 7,5 7,4 8 7,0 _{6,8} 6,6 6,3 6 4,2 4 choduly 1 CASEI FAHR S NEW HOLLAND JOHN DEERE MICK AGRICULTURE 2 ₽Ë DEUTZ Mc Cornick Nassey Ferenson L١ JohnDeere 0 NewHolland Case I.H Valtra Fendt (1335 Deutz 4ubota same

14. THEFT PROTECTION









18 2016 Brand average – all countries 2016 2015 16 14,4 13,8^{14,1} 14 13,3 13,1_{13,0} 12,7_{12,3} 12,7 <u>12,2</u> 12,2 12,512,5 12,112,3 12,6 11,8 11,611,7 12 11,2 11,0 10,0 10 8 chodu 1 JOHN DEERE CASEI FAHR NEW HOLLAND GRICULTURE 6 ₽₩ Z5 John Deere Nasey Ferenson 4 Case I.H Valtra Deute McCormick NewHolland 01335 Kubota Fendt same







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OTTOBRE OCTOBER

Evolution of the general average 2016/2011

