



CLIMMAR
Centre de Liaison International
des Marchands de Machines Agricoles
et Réparateurs

2021 DSI

11th survey



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Summary

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PRESENTATION OF THE 2021/2020 RESULTS

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**GRADE EVOLUTION SINCE 2011 DATE OF THE
1ST DSI SURVEY**

4

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PART I

INTRODUCTION

Climmar congress 7th and 8th October 2021



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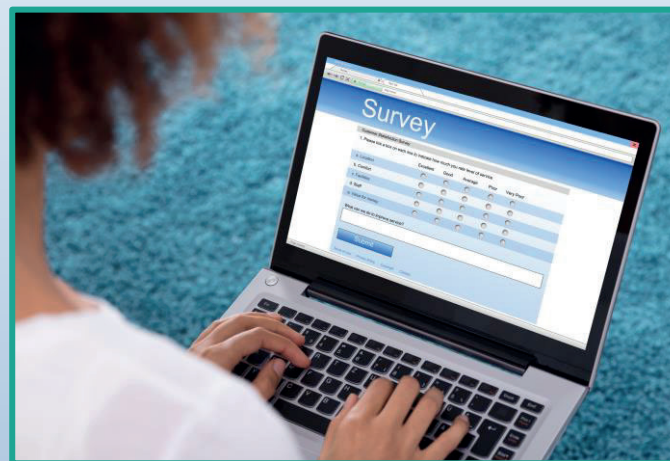
INTRODUCTION

ONLINE SURVEY



Start : April 2nd

End : May 25th

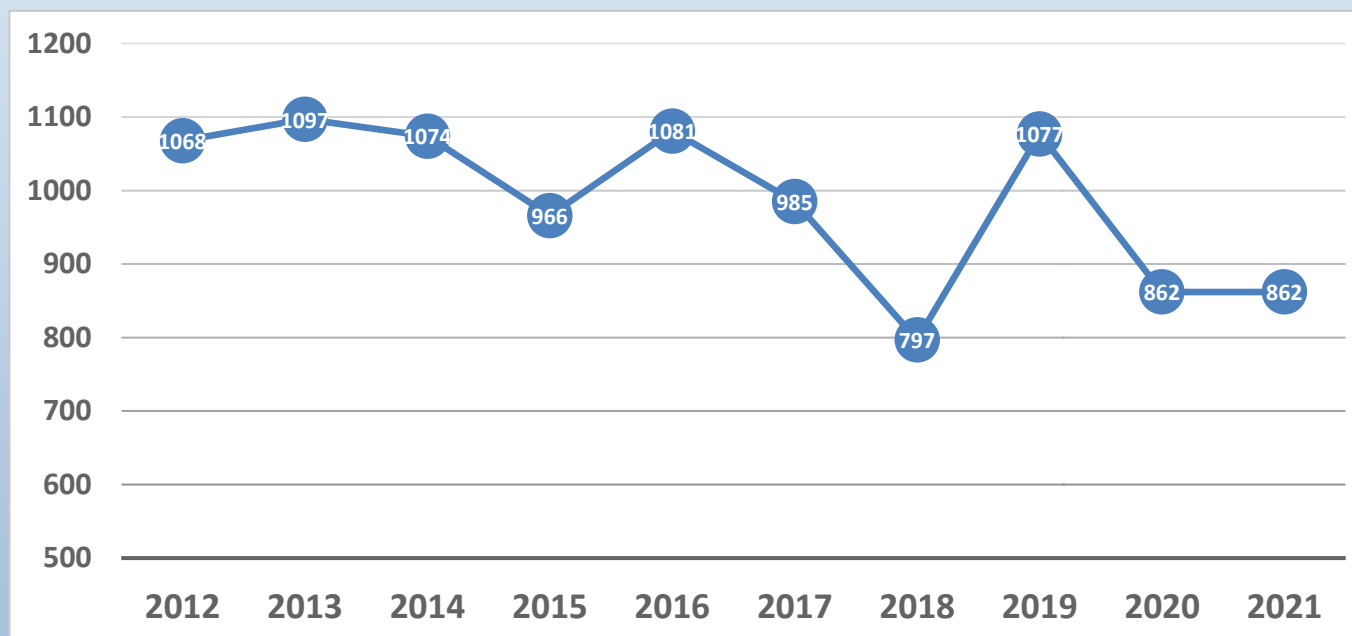


9 countries included



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Participation





PART II

PRESENTATION OF THE RESULTS



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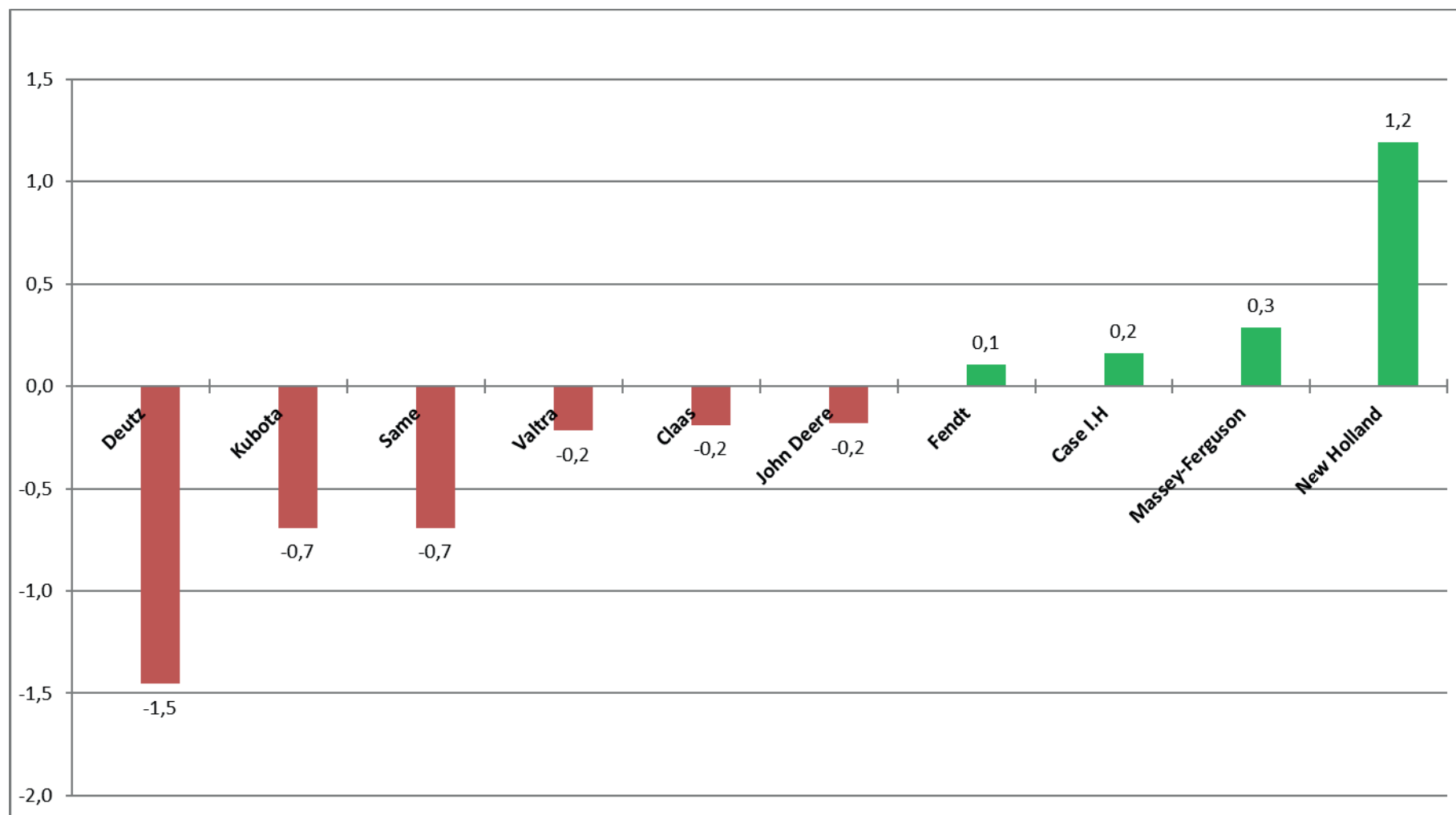
OVERALL AVERAGE





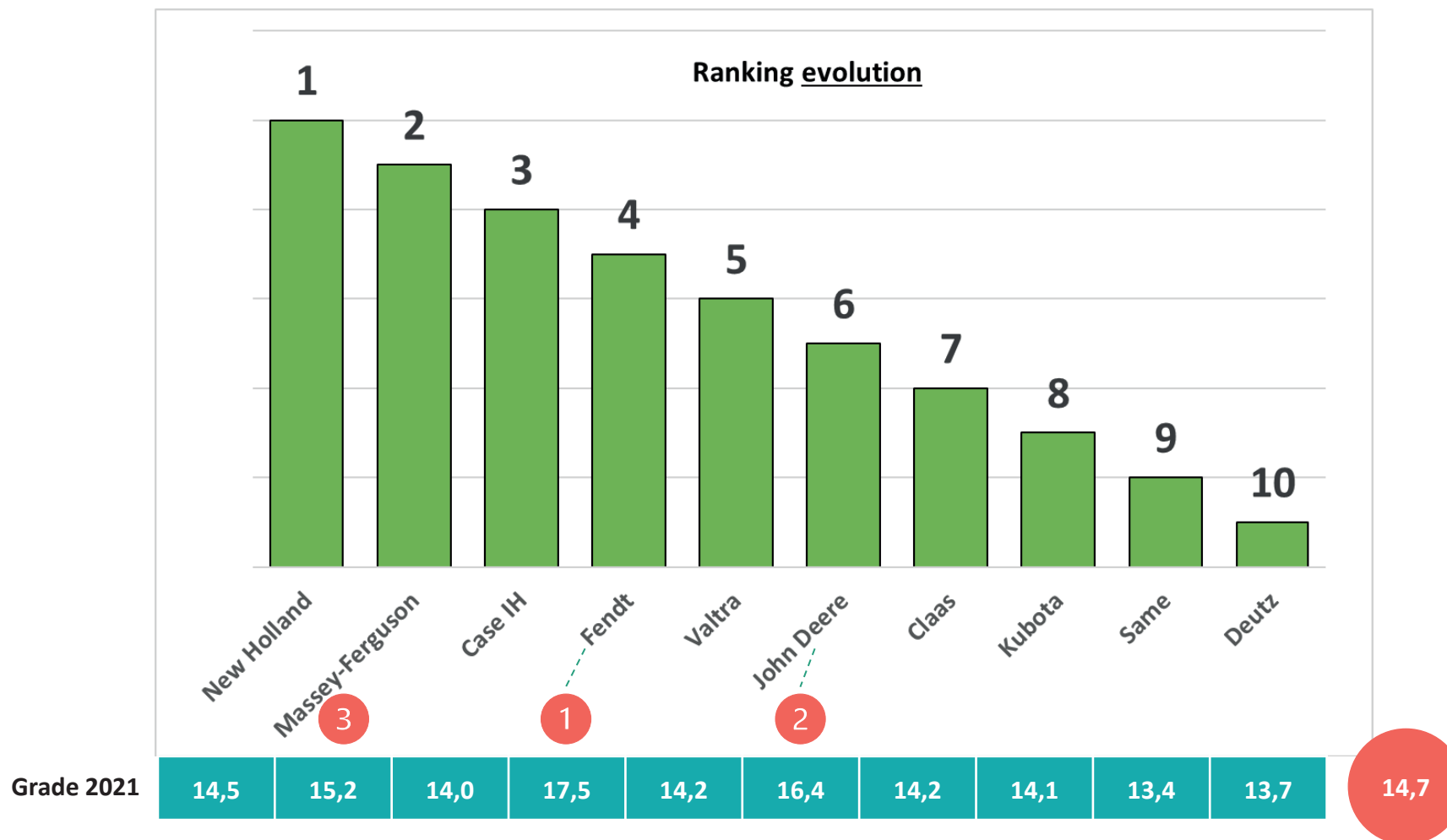
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OVERALL AVERAGE GRADE GAP BETWEEN 2021/2020





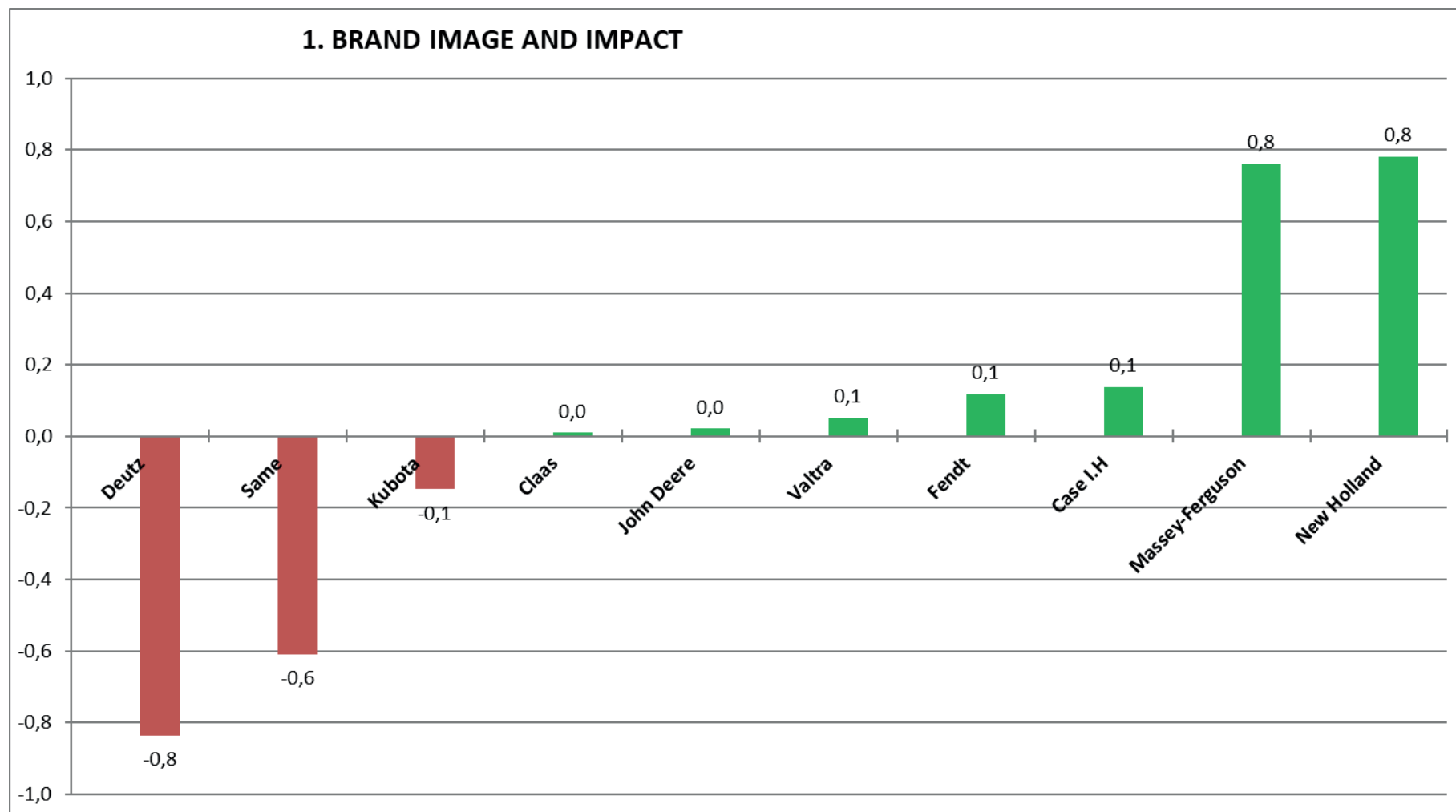
« BRAND IMAGE »





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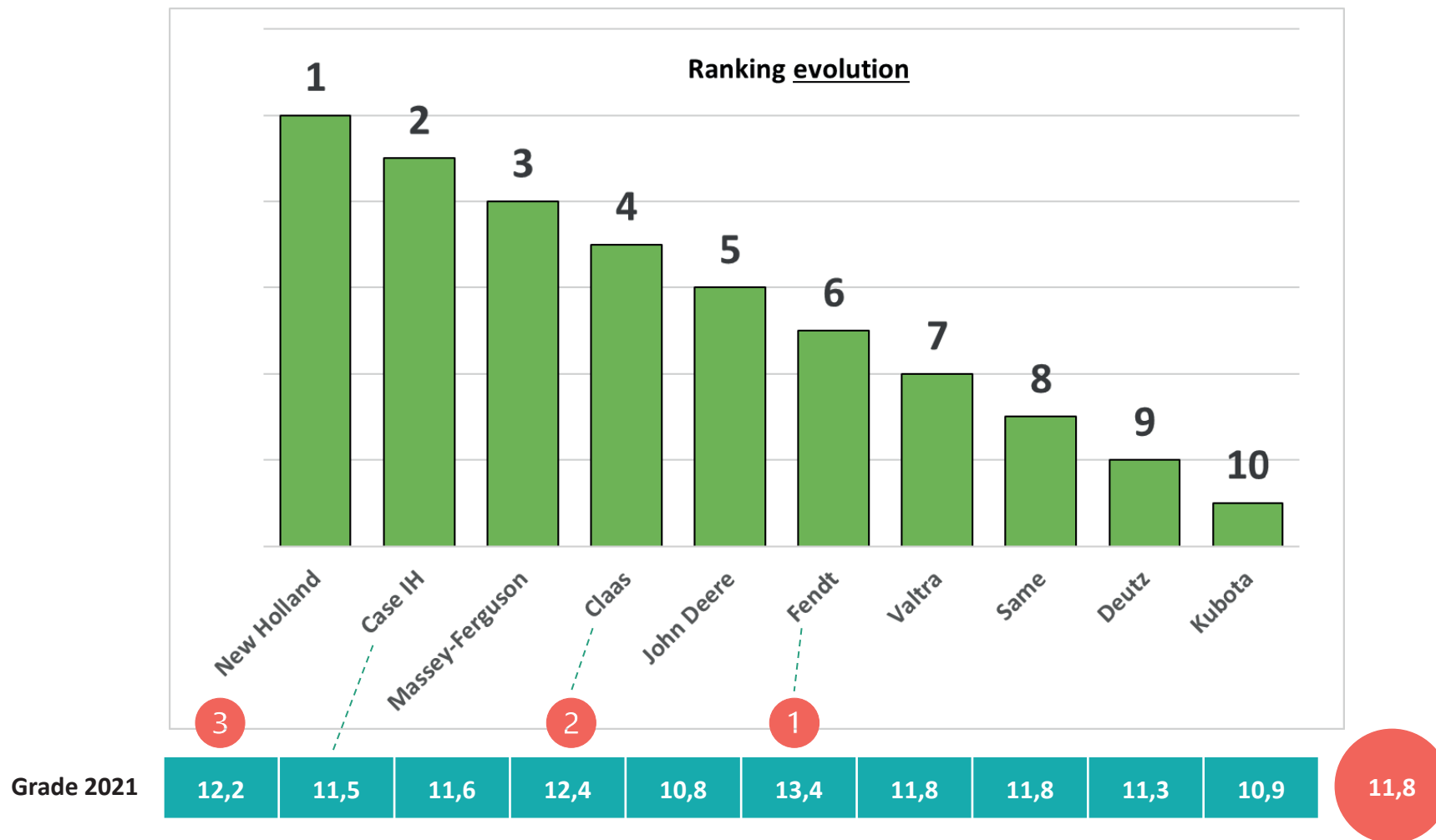
GRADE GAP 2021/2020 BRAND IMAGE





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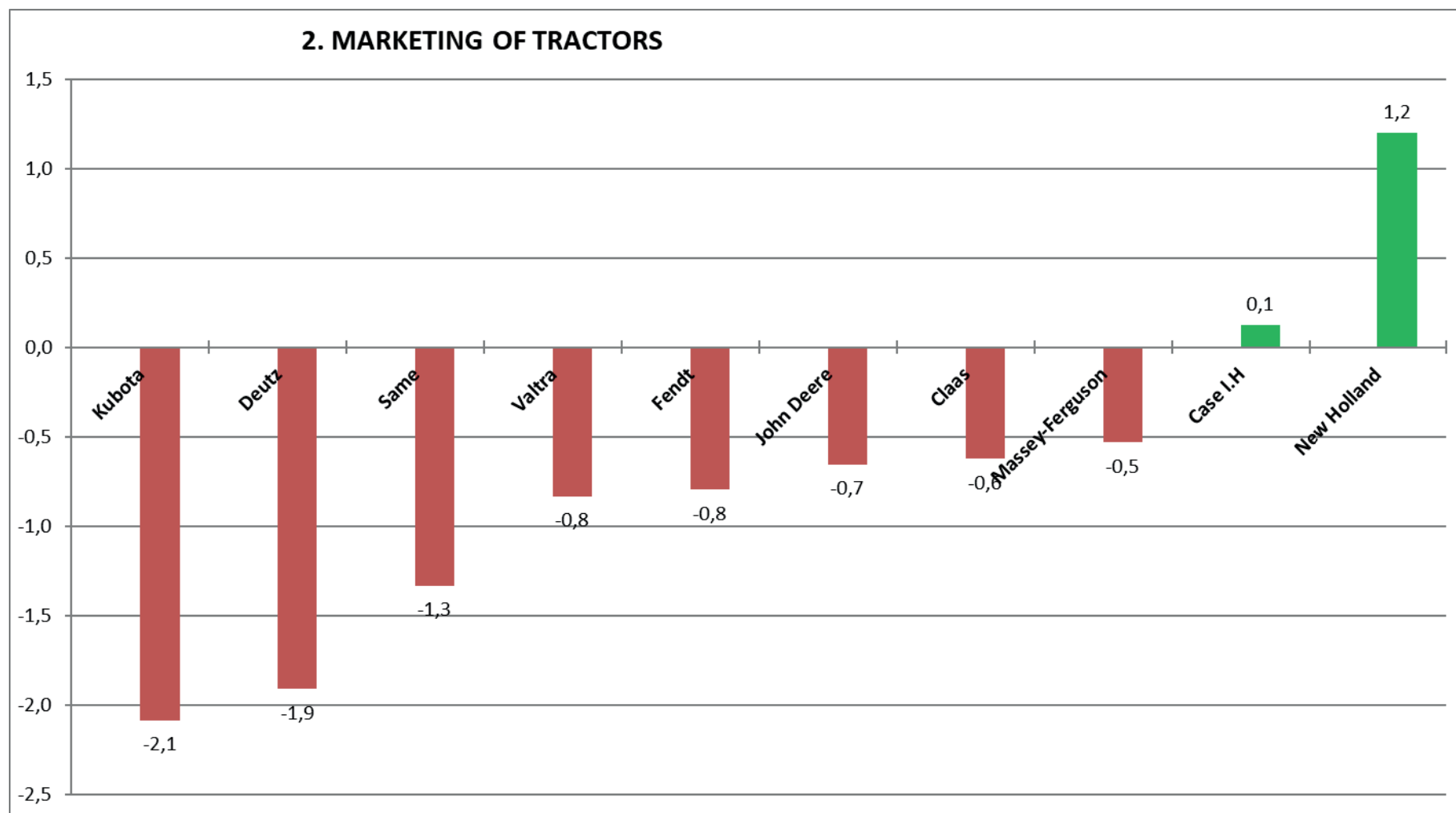
« MARKETING OF TRACTORS »





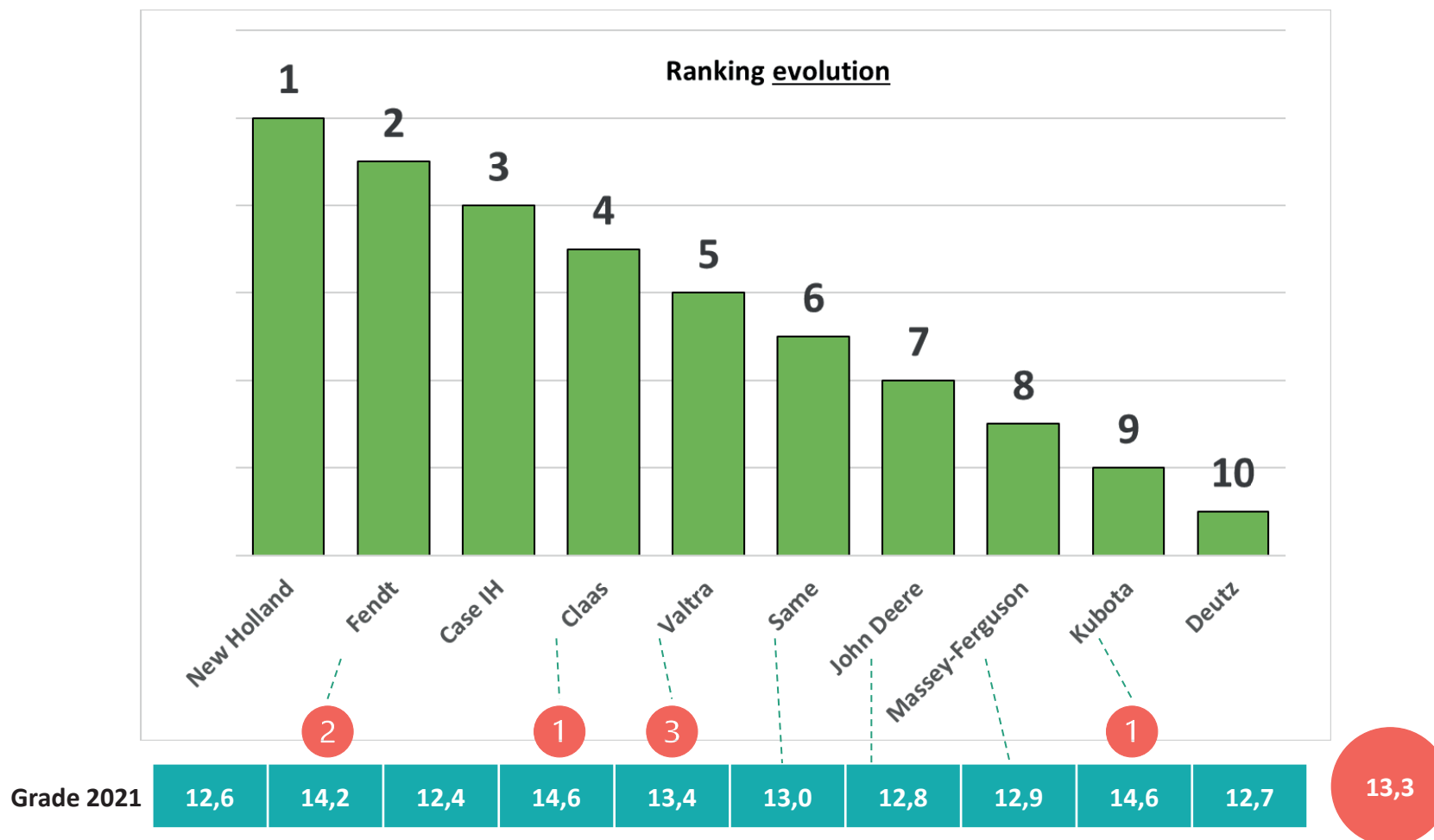
GRADE GAP 2021/2020

MARKETING OF TRACTORS





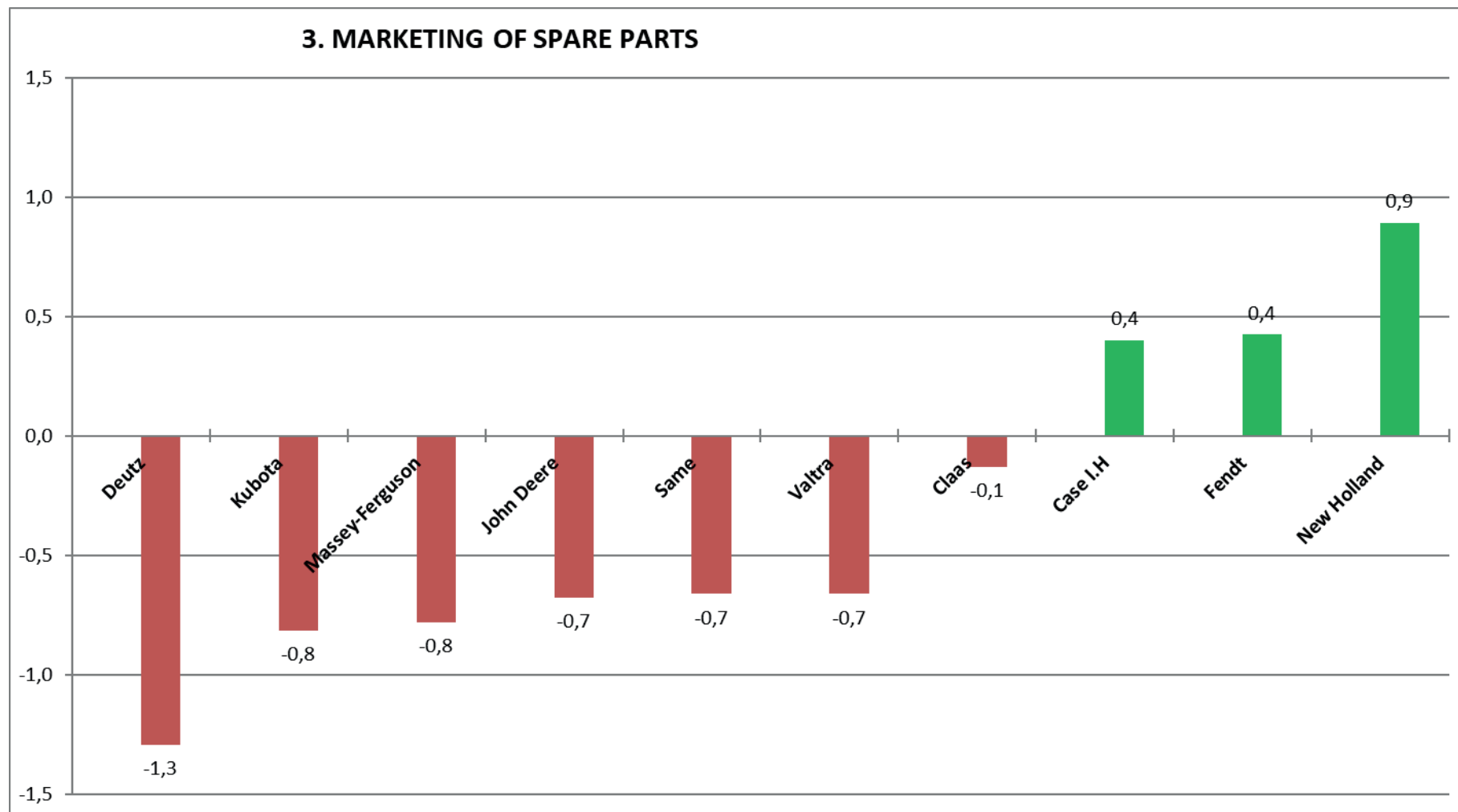
« MARKETING OF SPARE PARTS »





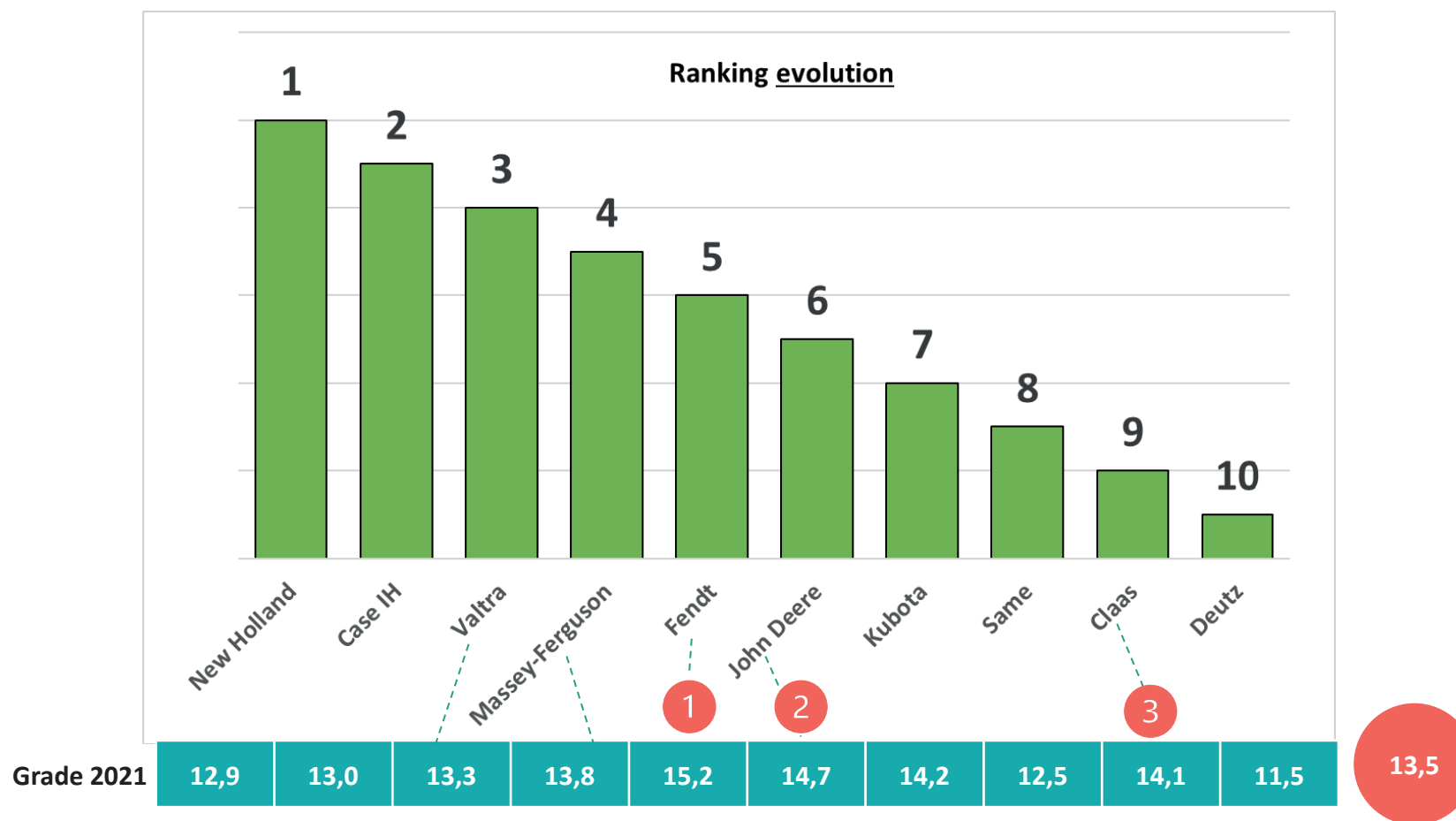
GRADE GAP 2021/2020

MARKETING OF SPARE PARTS



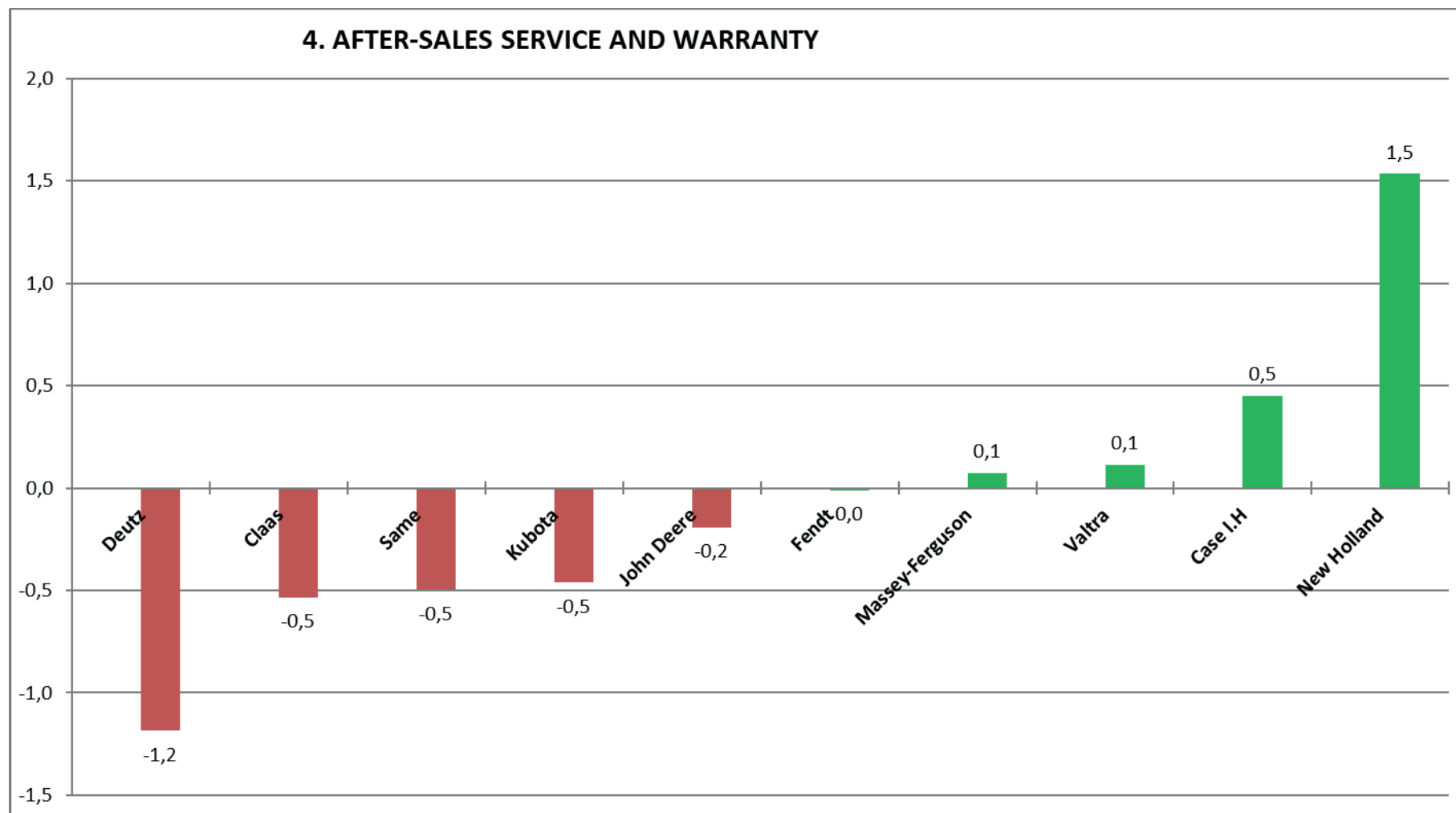


« AFTER-SALES SERVICE & WARRANTY »



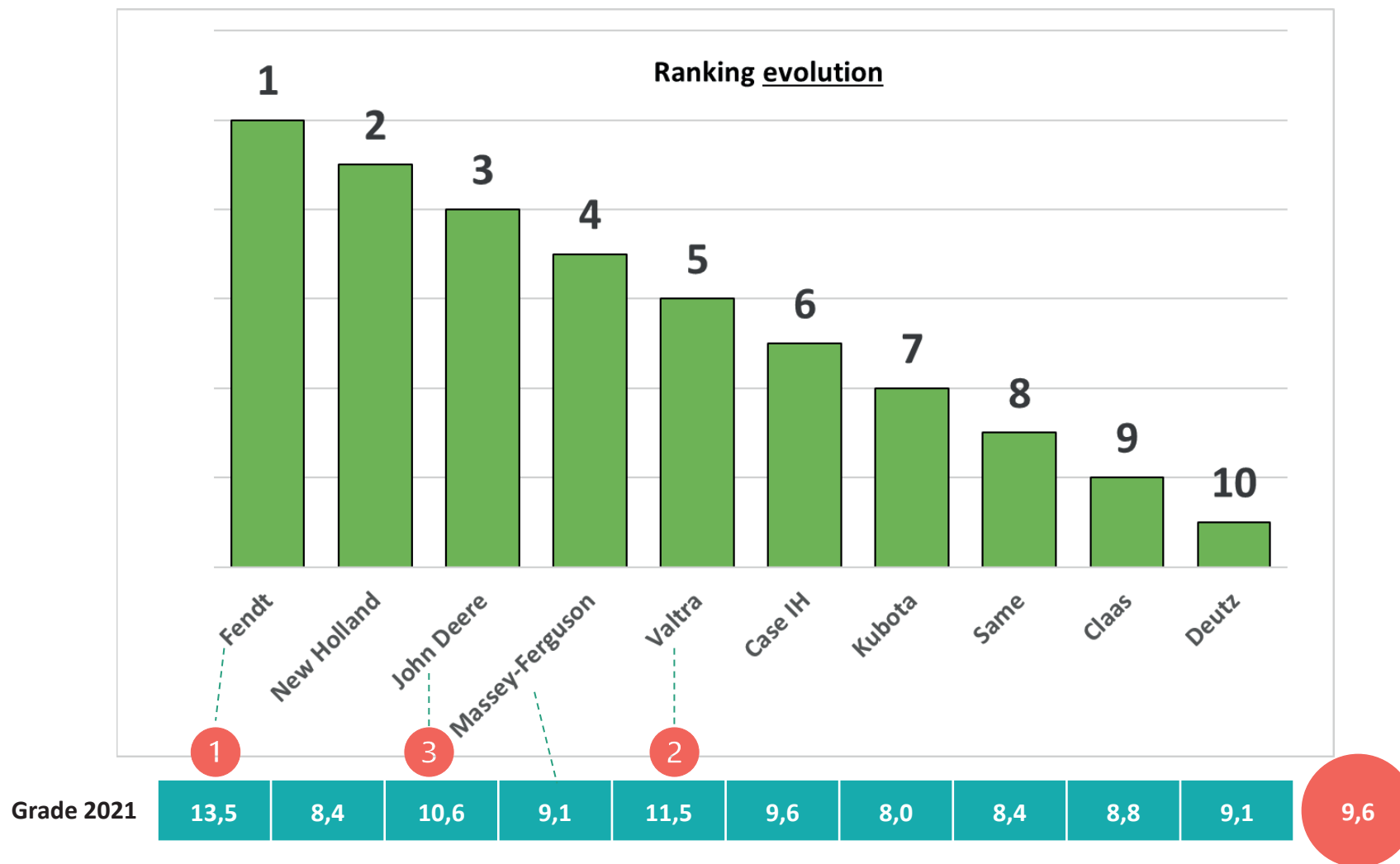


GRADE GAP 2021/2020 AFTER-SALES SERVICE & WARRANTY





« THEFT PROTECTION »

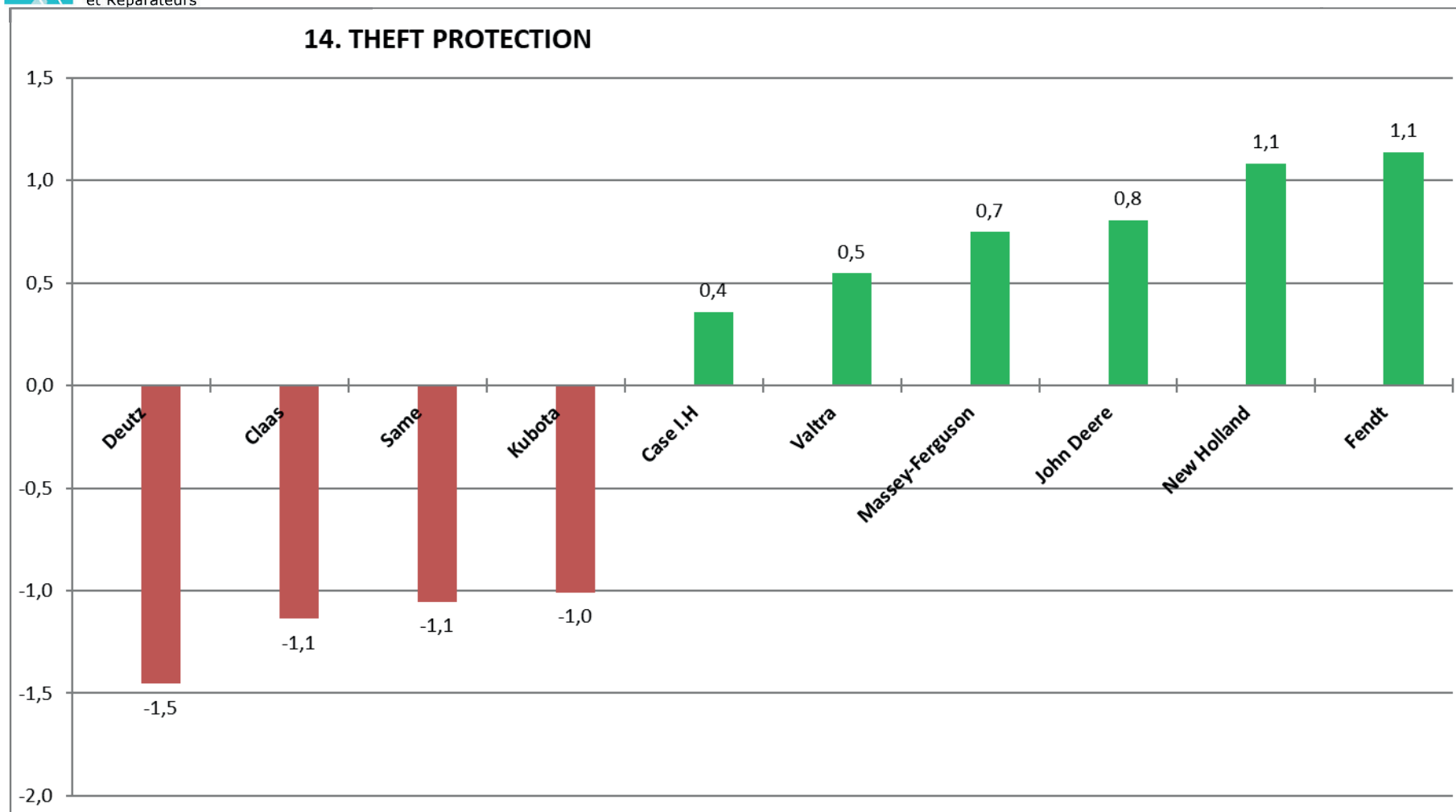




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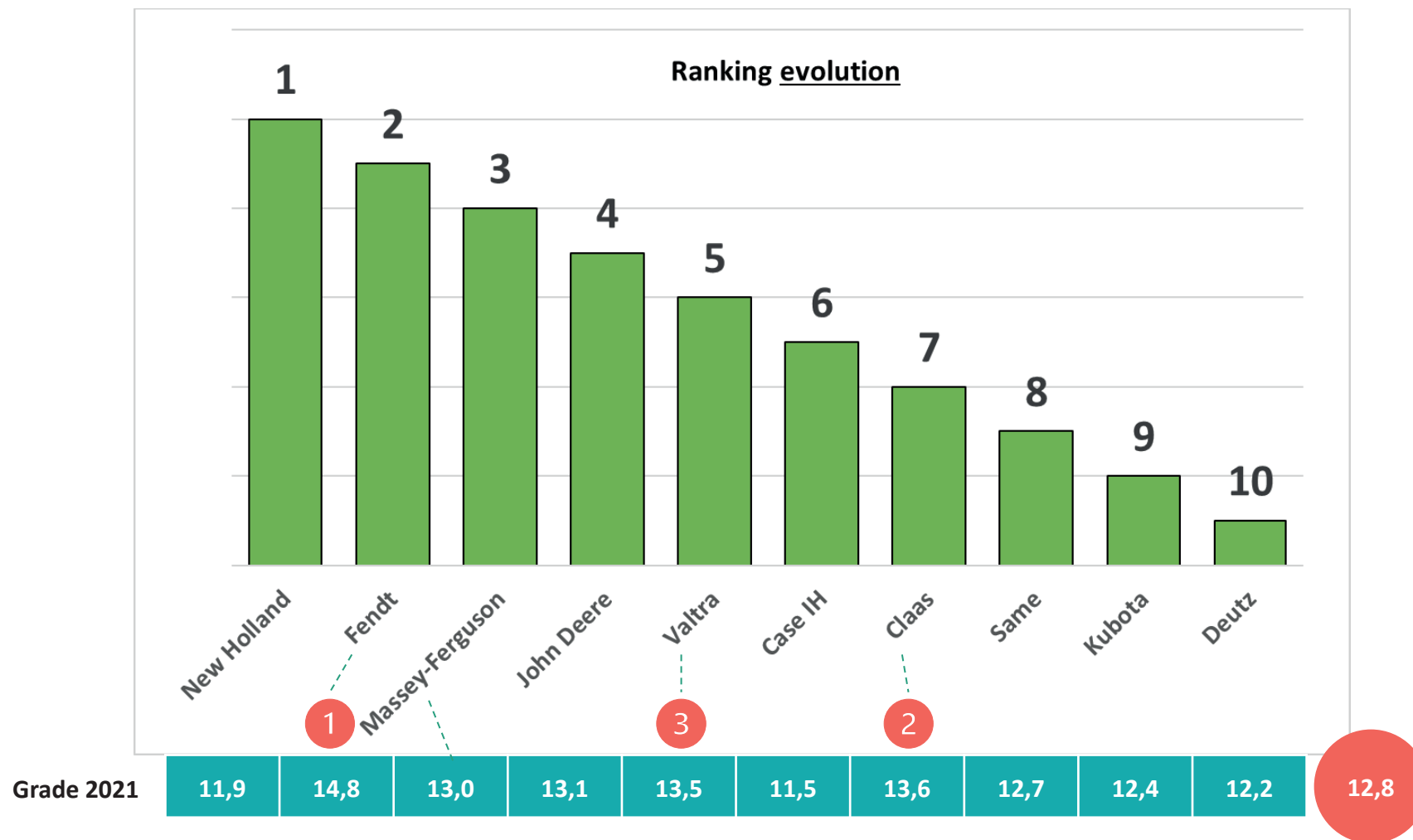
GRADE GAP 2021/2020

THEFT PROTECTION





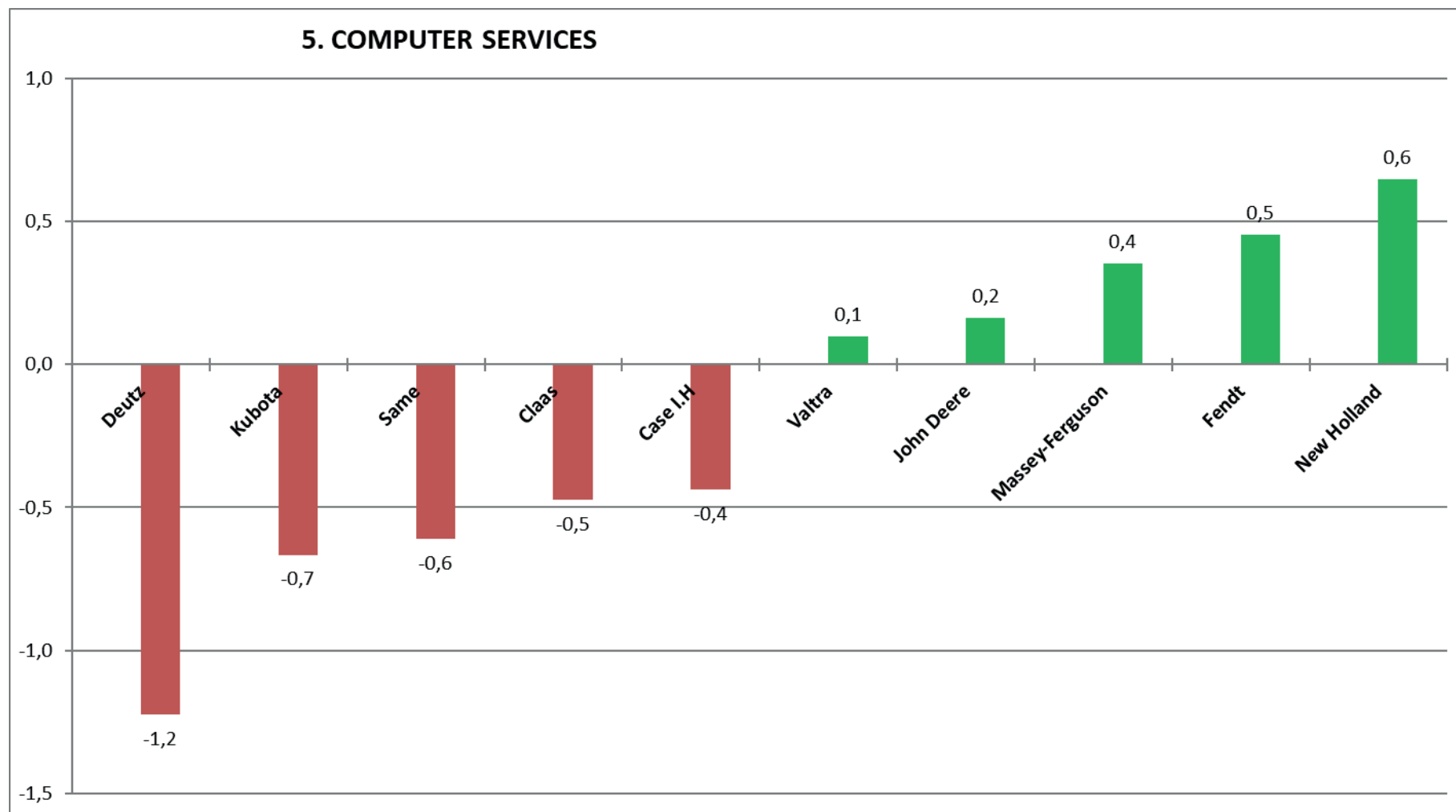
« COMPUTER SERVICES »





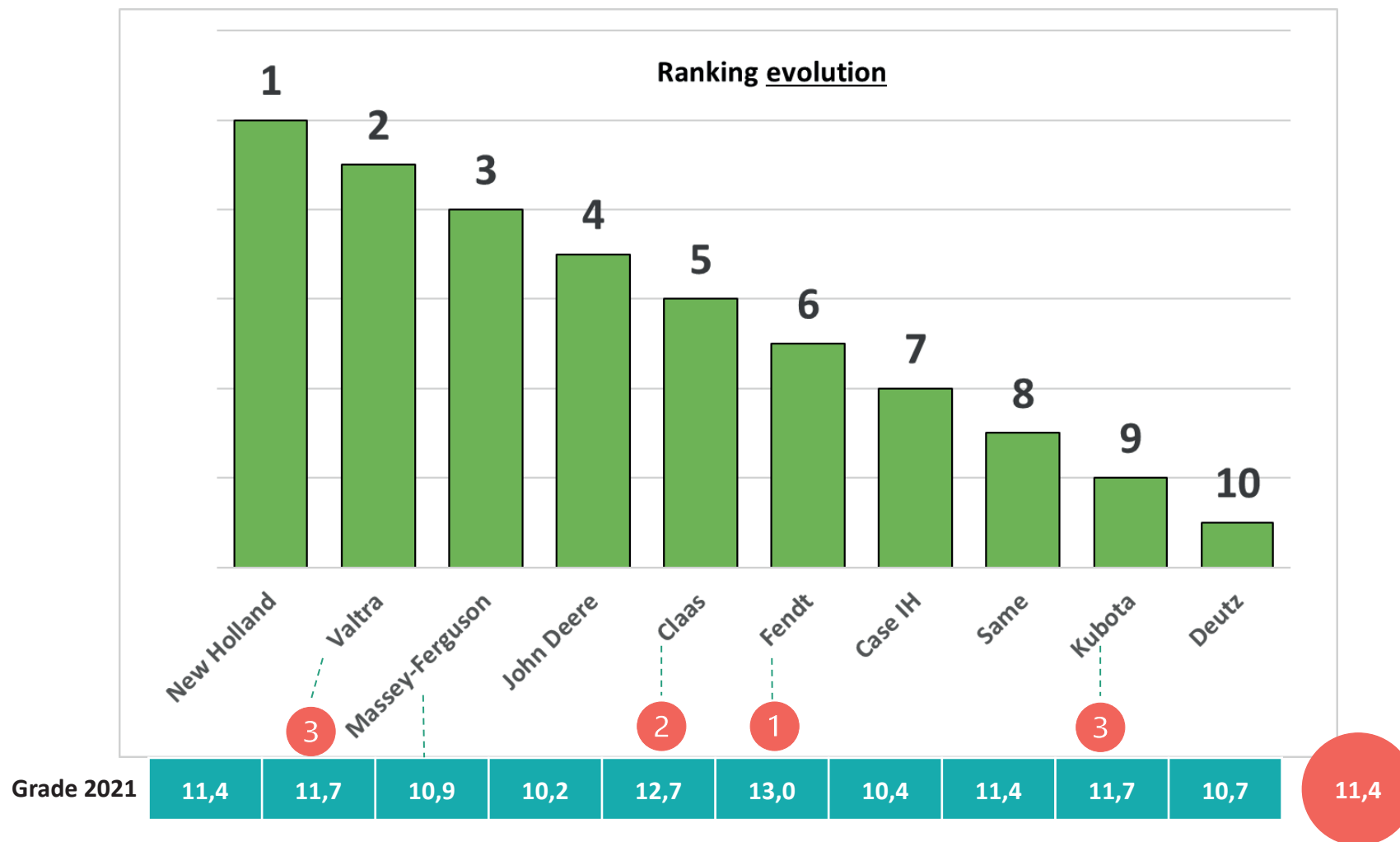
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GRADE GAP 2021/2020 FOR COMPUTER SERVICES





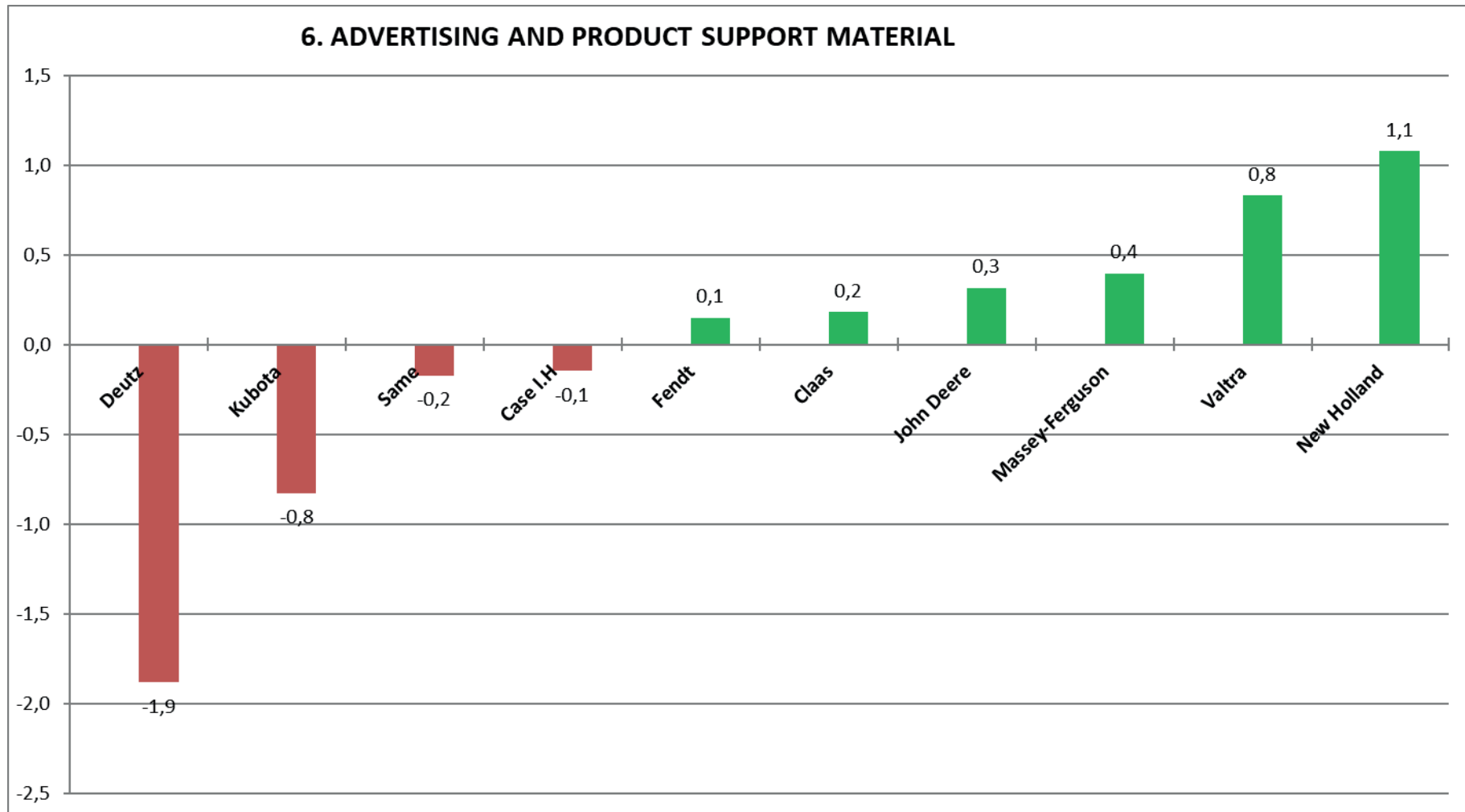
« ADVERTISING & PRODUCT SUPPORT MATERIAL »





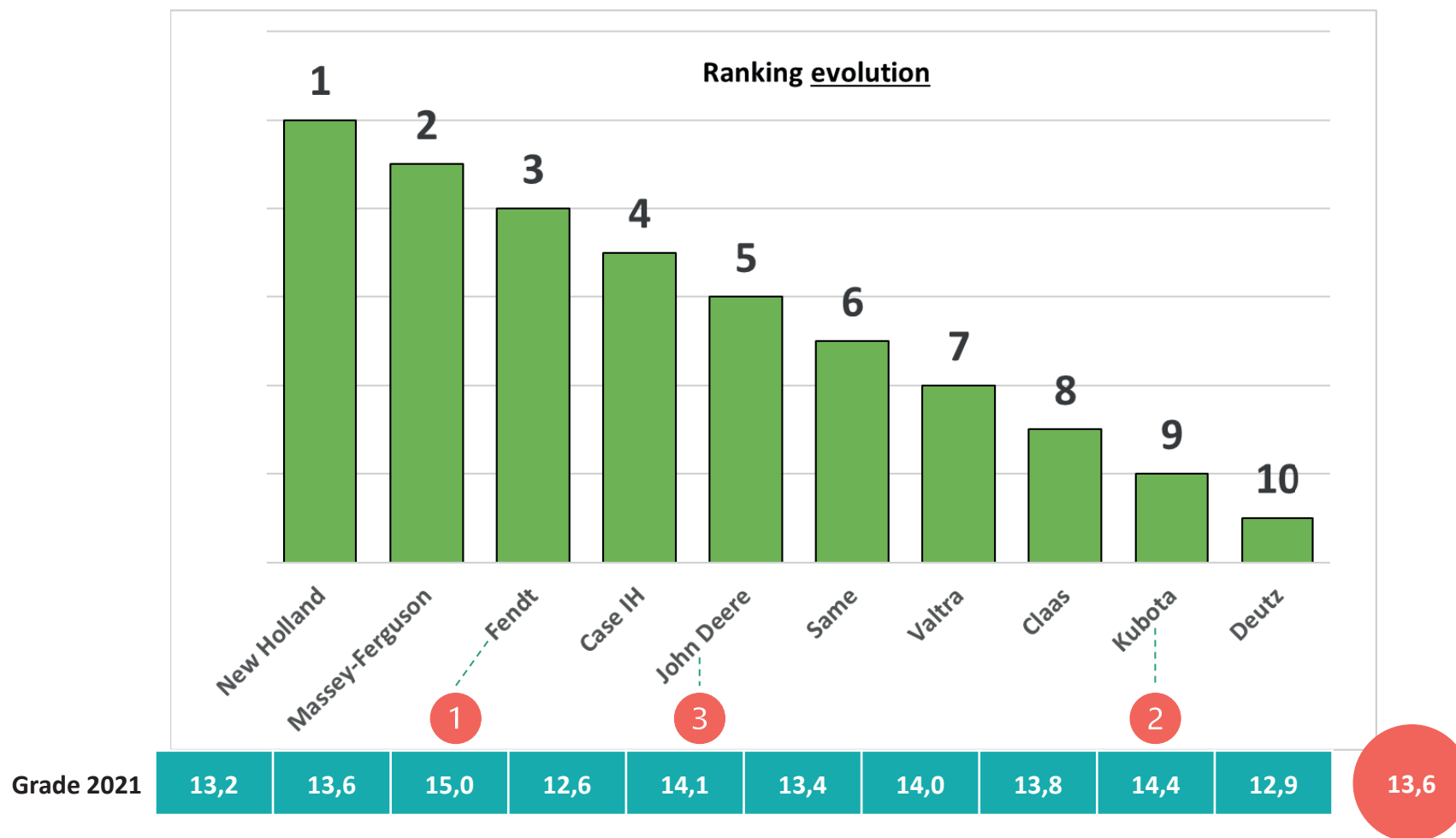
GRADE GAP 2021/2020

ADVERTISING & PRODUCT SUPPORT MATERIAL





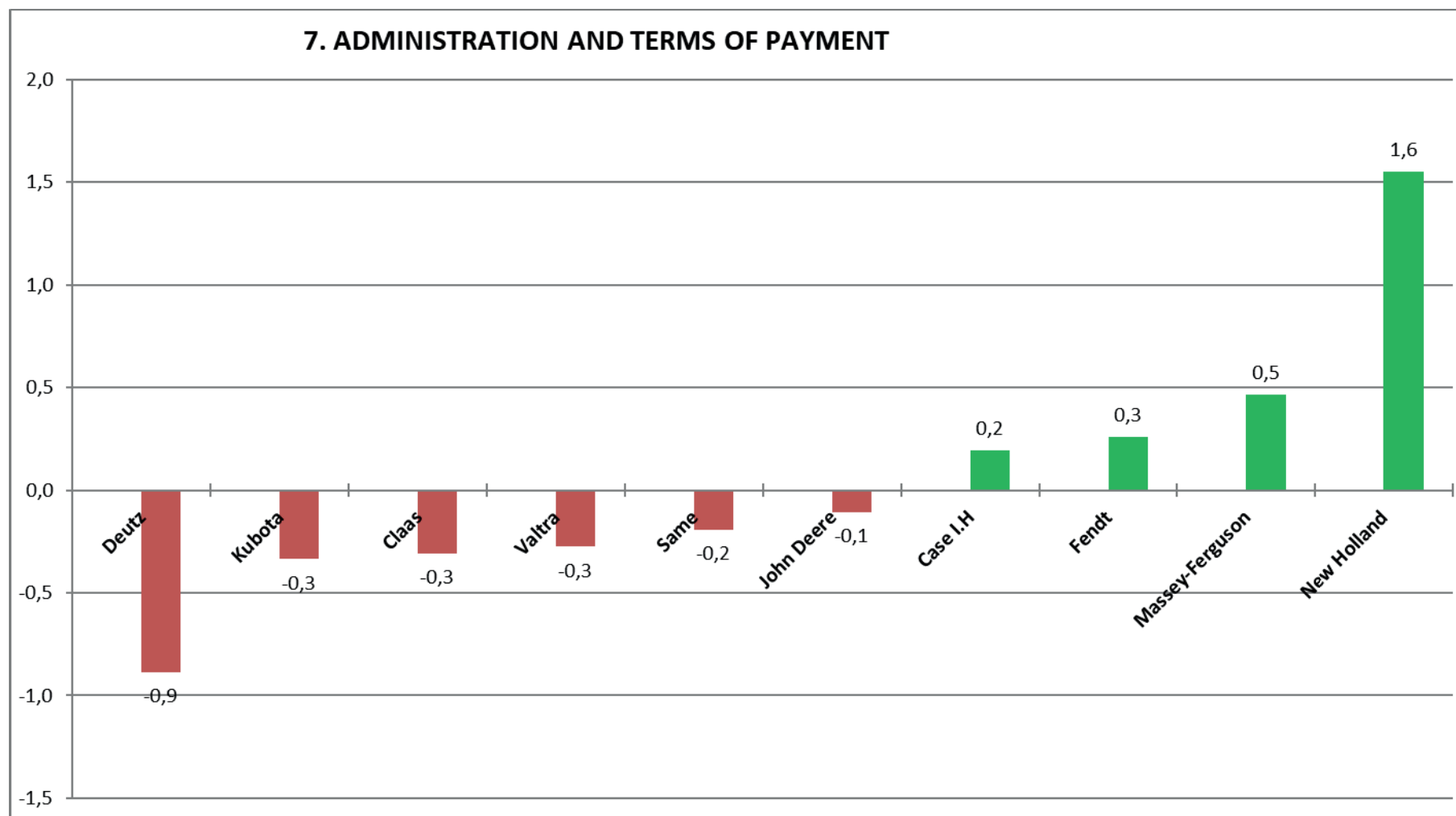
« ADMINISTRATION & TERMS OF PAYMENT »





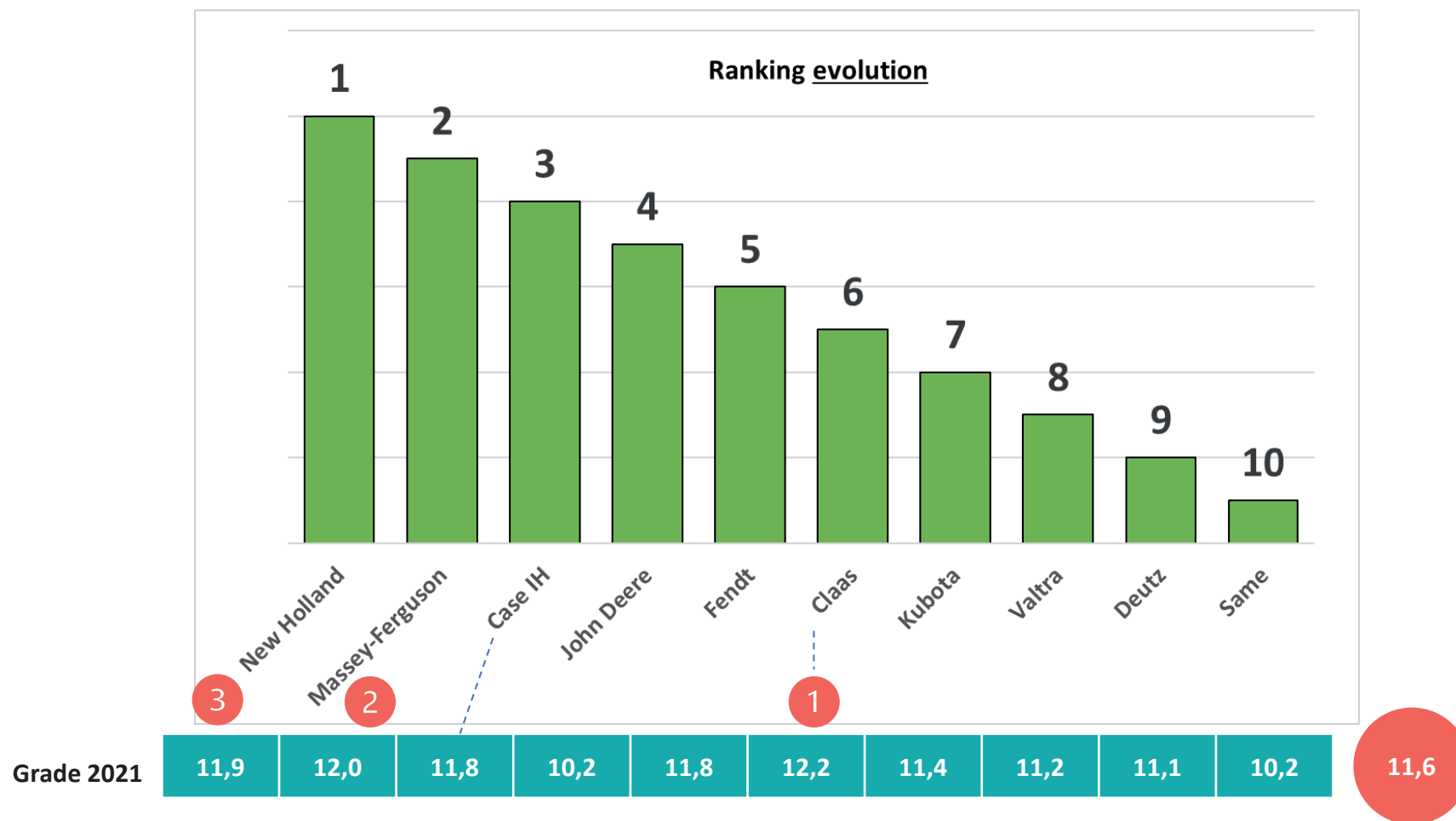
GRADE GAP 2021/2020

ADMINISTRATION & TERMS OF PAYMENT





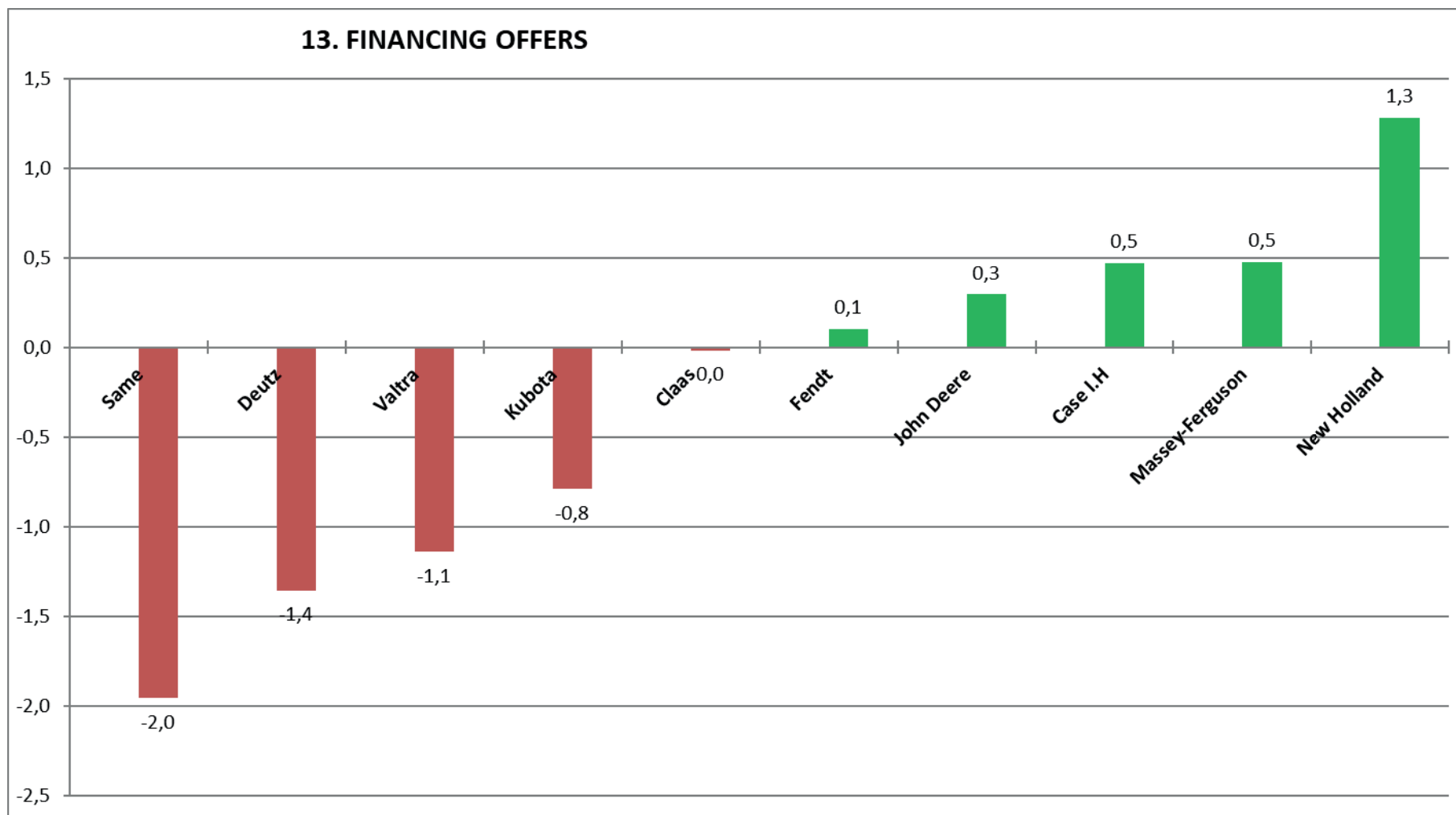
« FINANCING OFFERS »





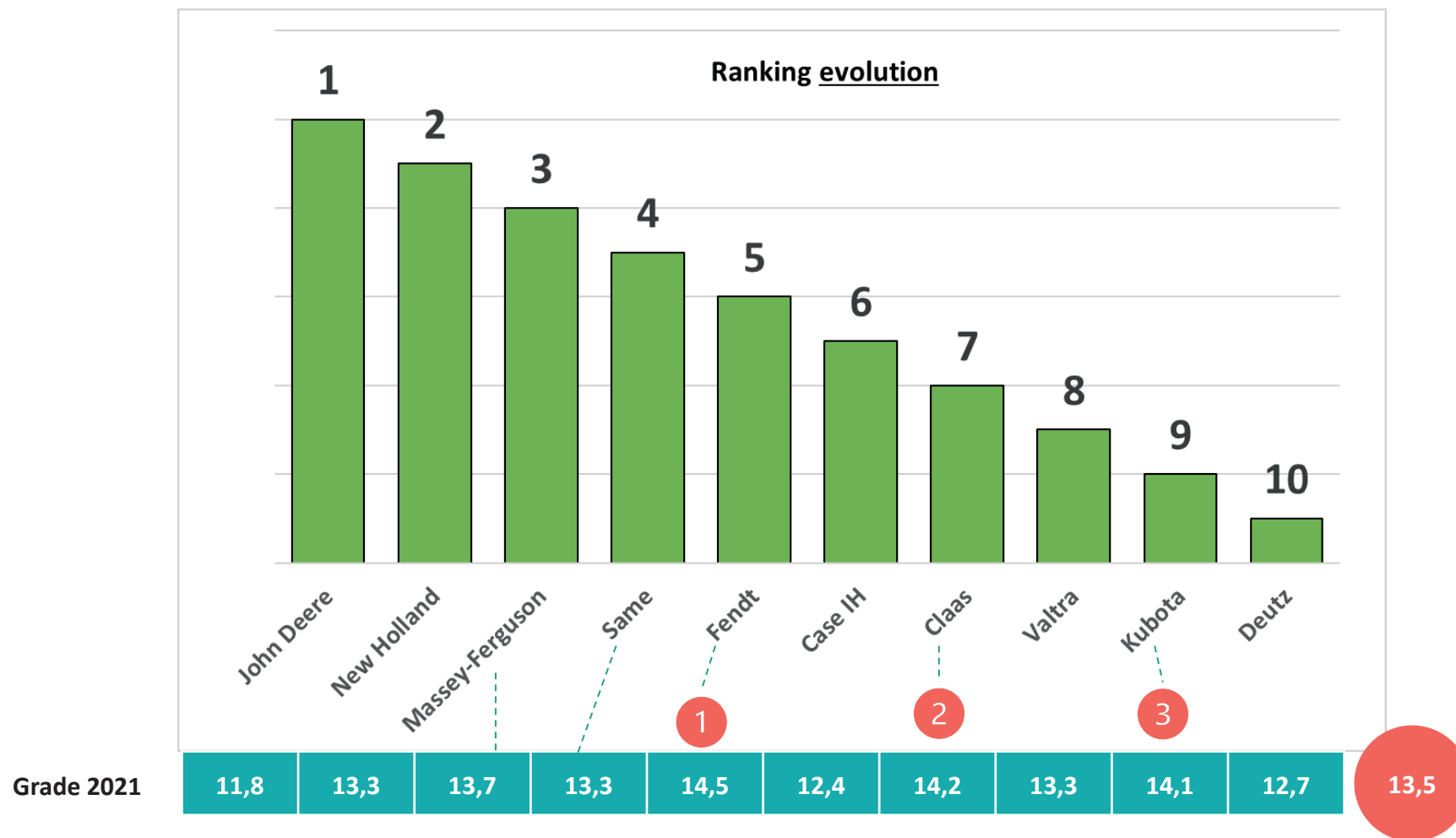
GRADE GAP 2021/2020

FINANCING OFFERS





« TRAINING »





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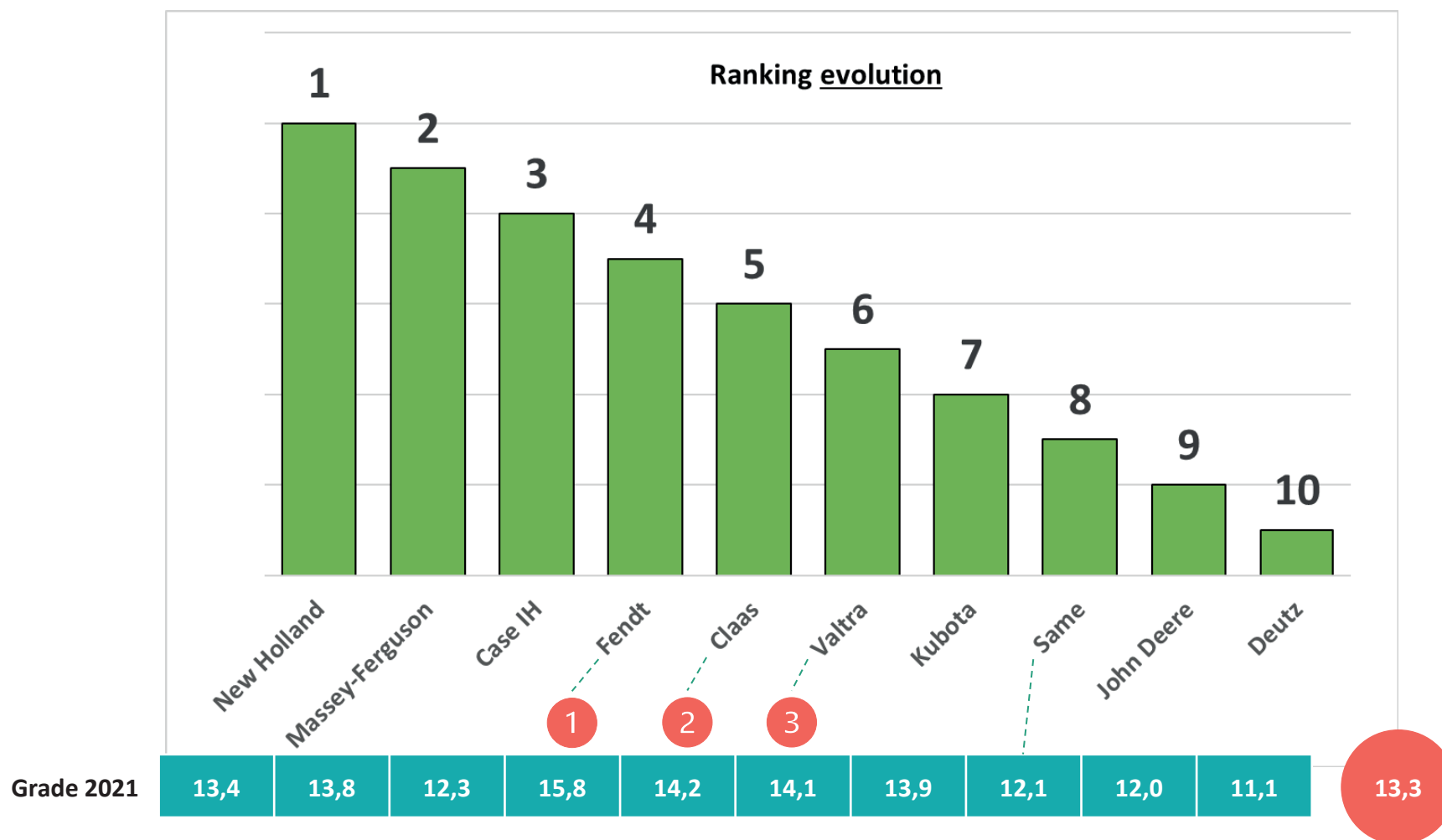
GRADE GAP 2021/2020

TRAINING



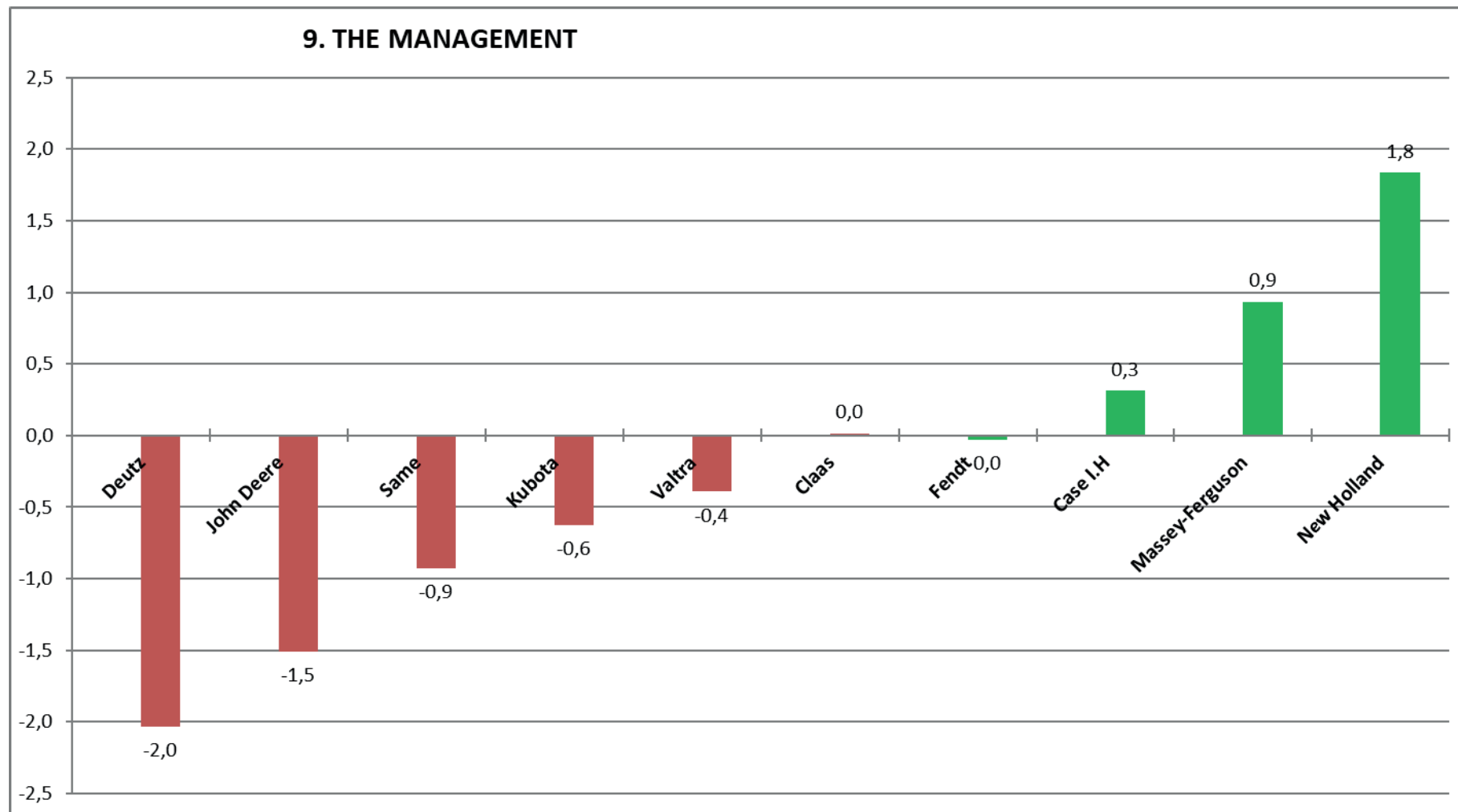


« MANAGEMENT »



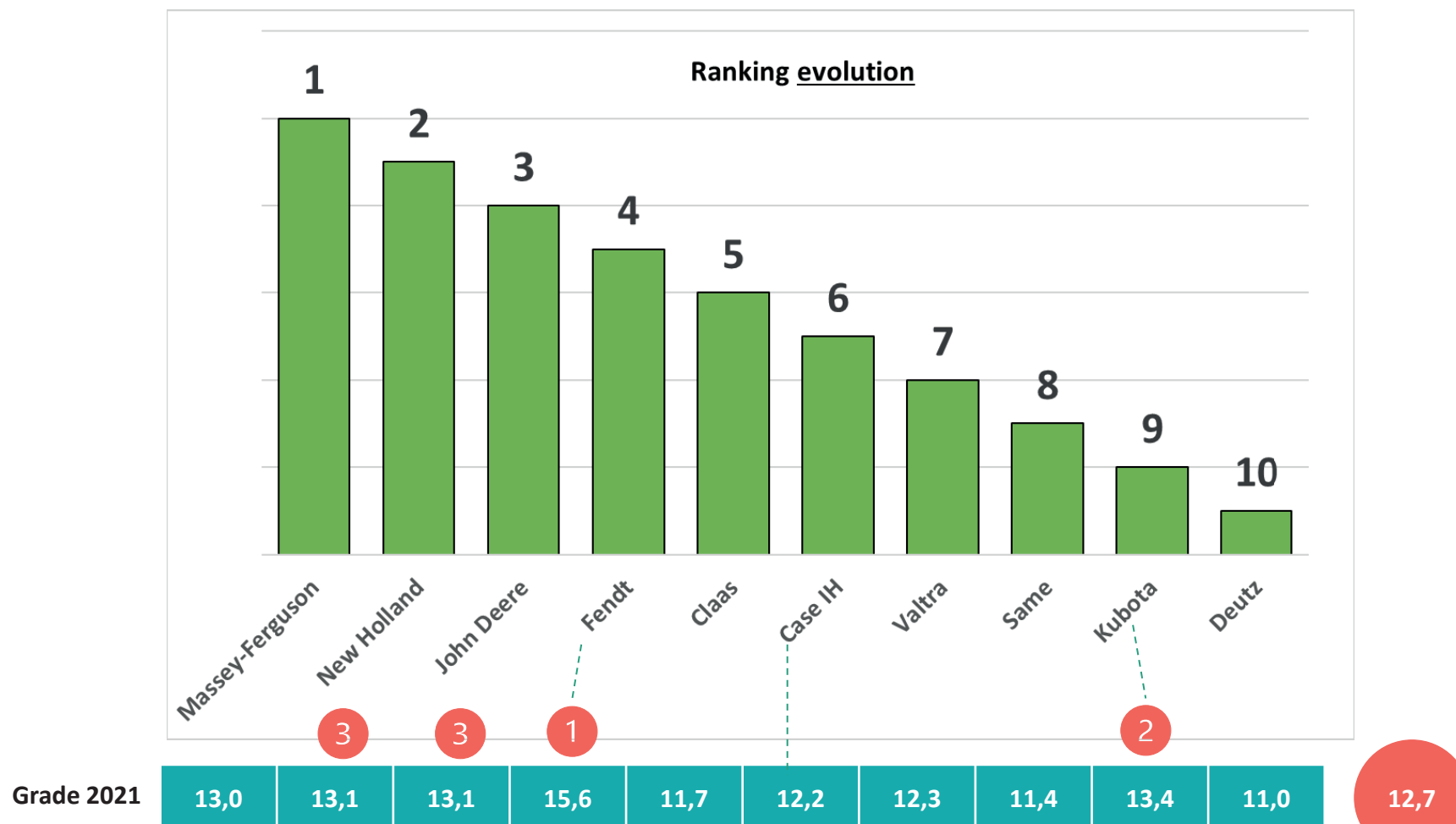


GRADE GRAD 2021/2020 MANAGEMENT



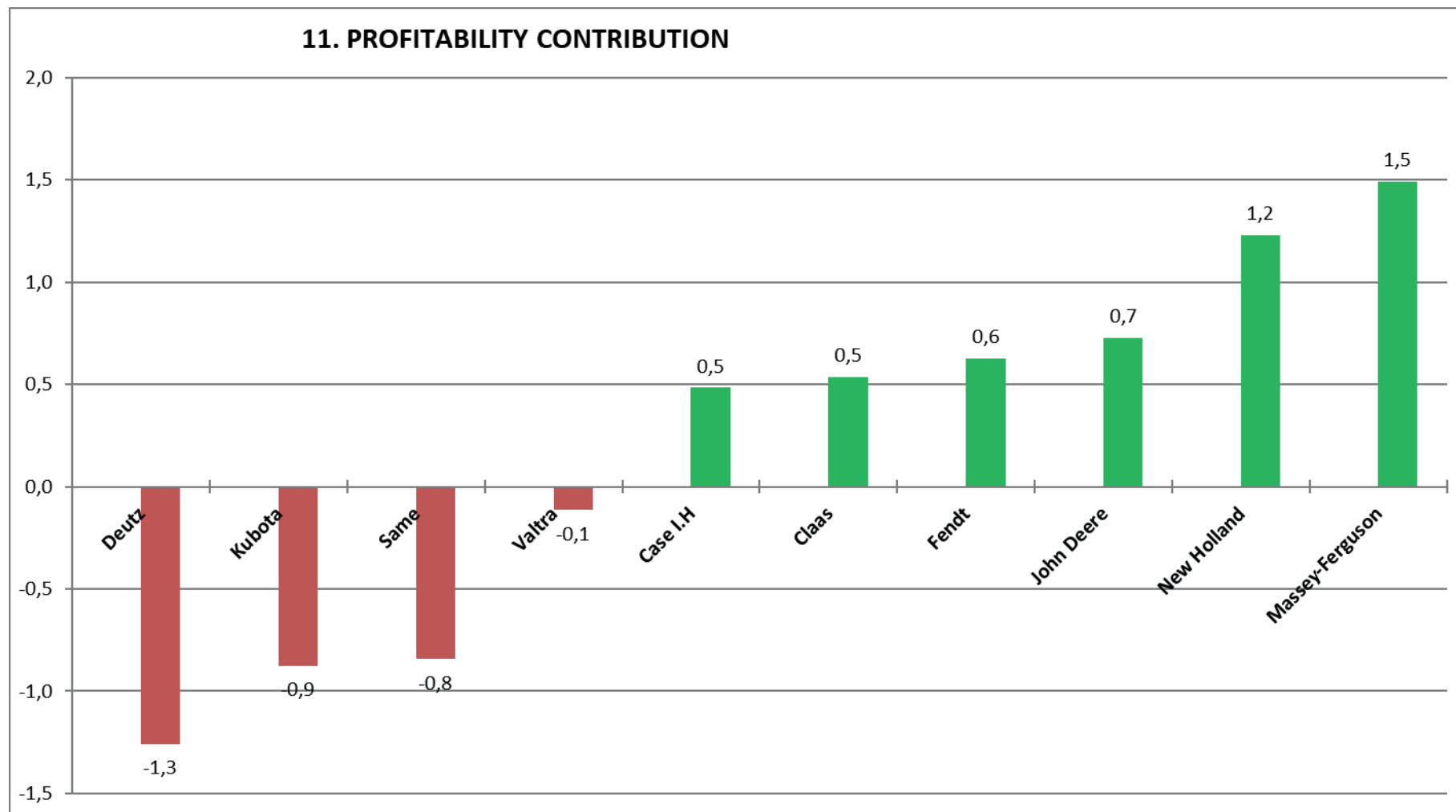


« PROFITABILITY CONTRIBUTION »





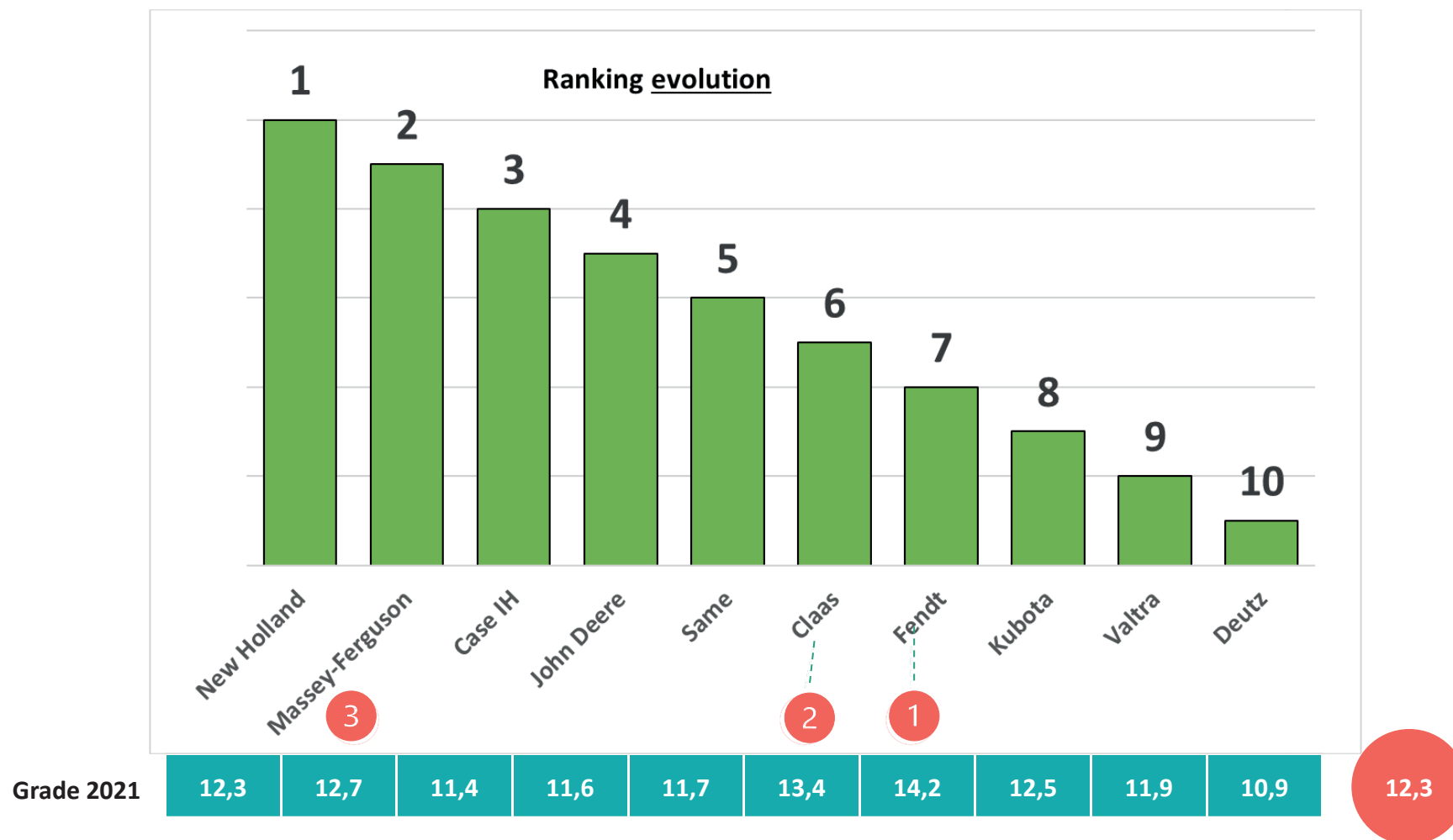
GRADE GAP 2021/2020 PROFITABILITY CONTRIBUTION





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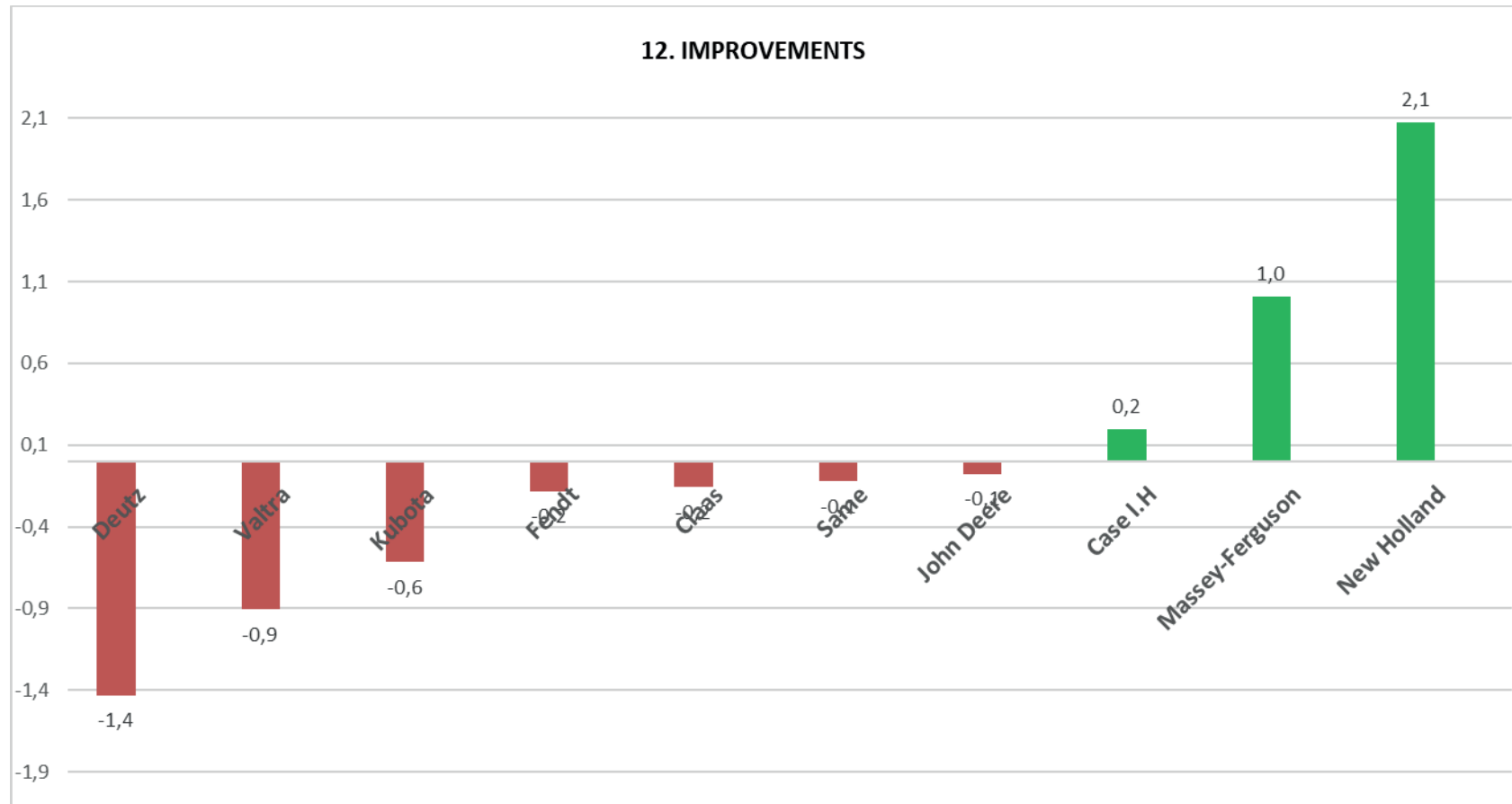
WILLINGNESS OF IMPROVEMENTS BY TRACTORS SUPPLIERS





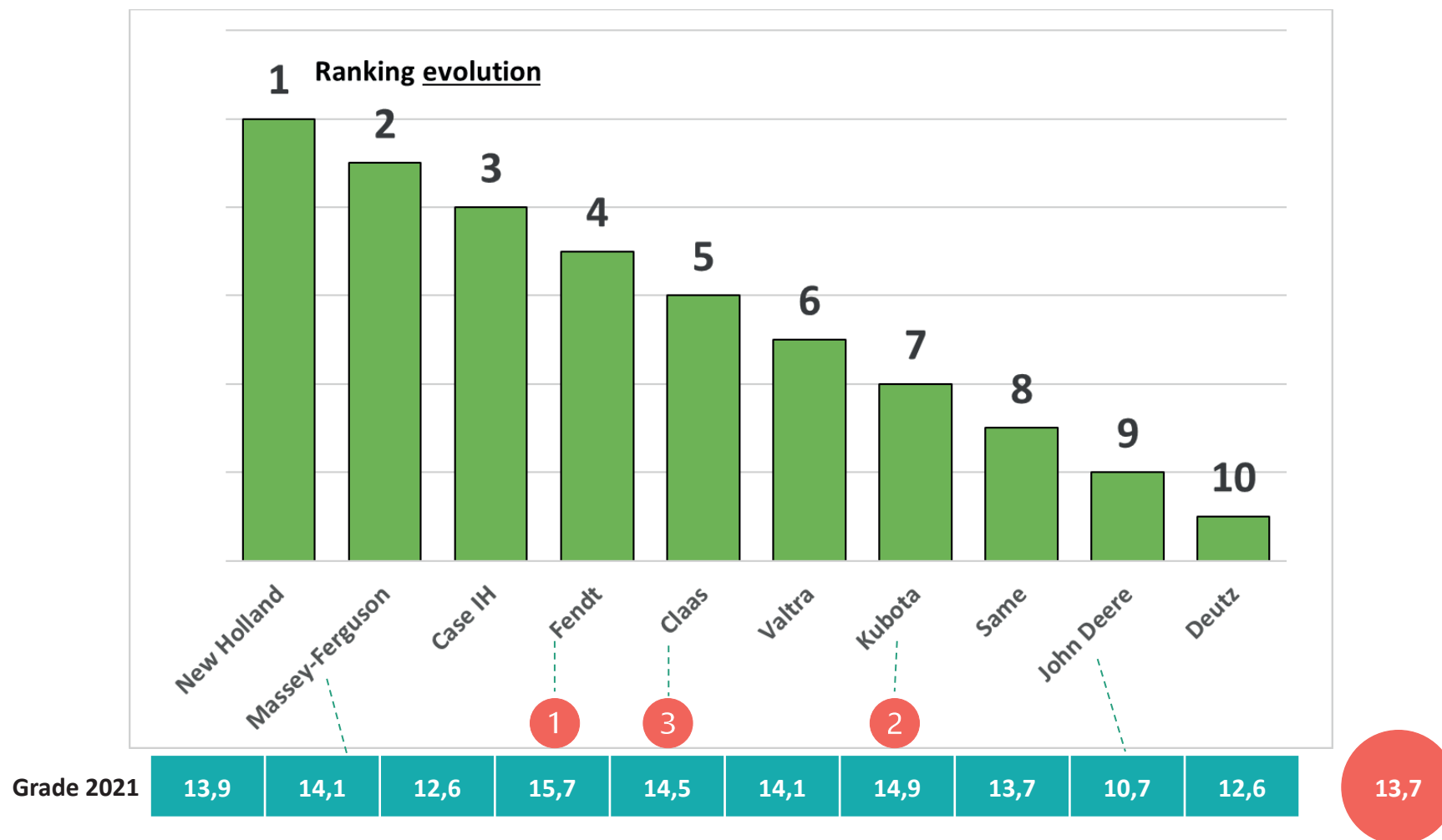
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GRADE GAP 2021/2020 IMPROVMENTS



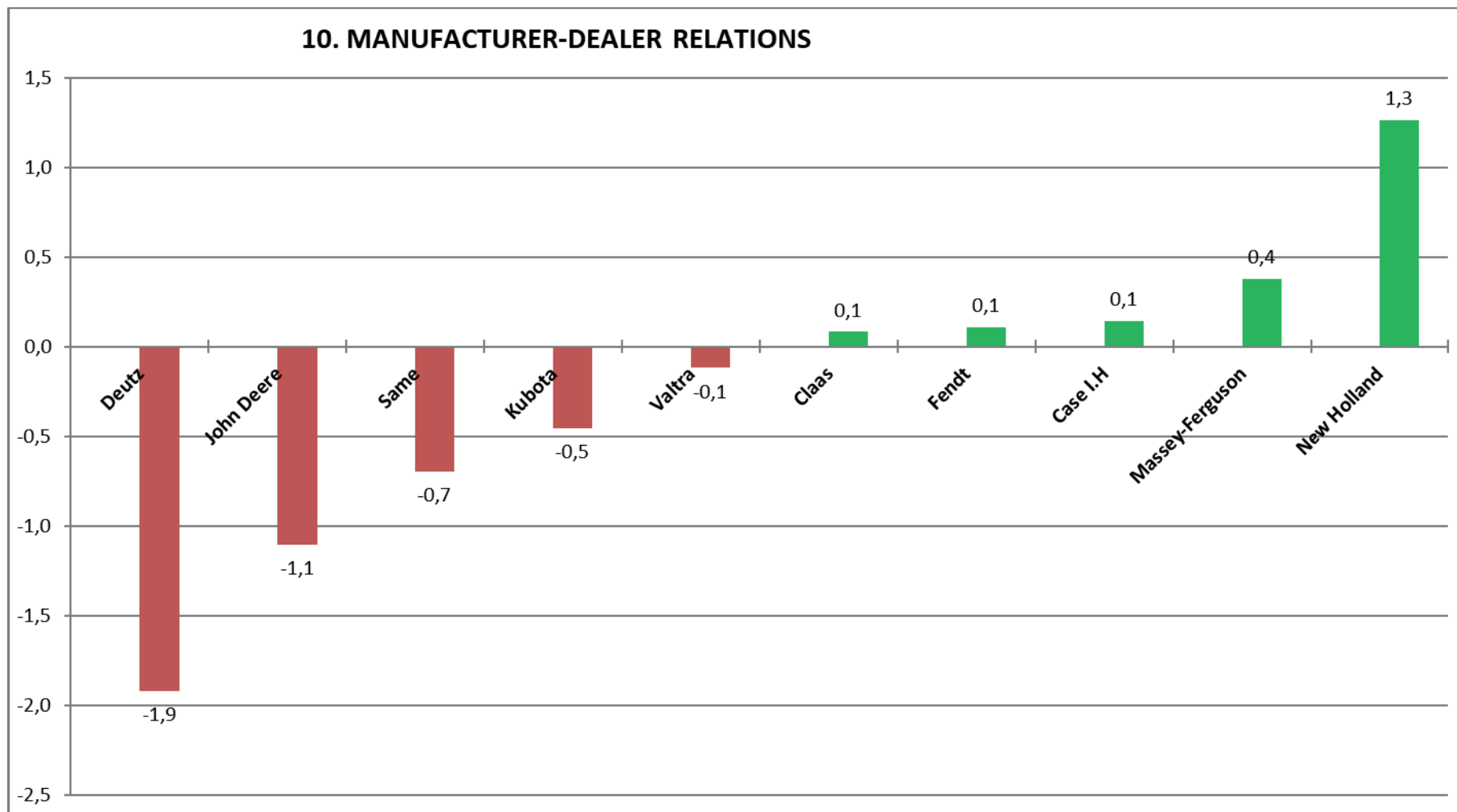


« MANUFACTURER-DEALER RELATIONS »





GRADE GAP 2021/2020 MANUFACTURER-DEALER RELATIONS





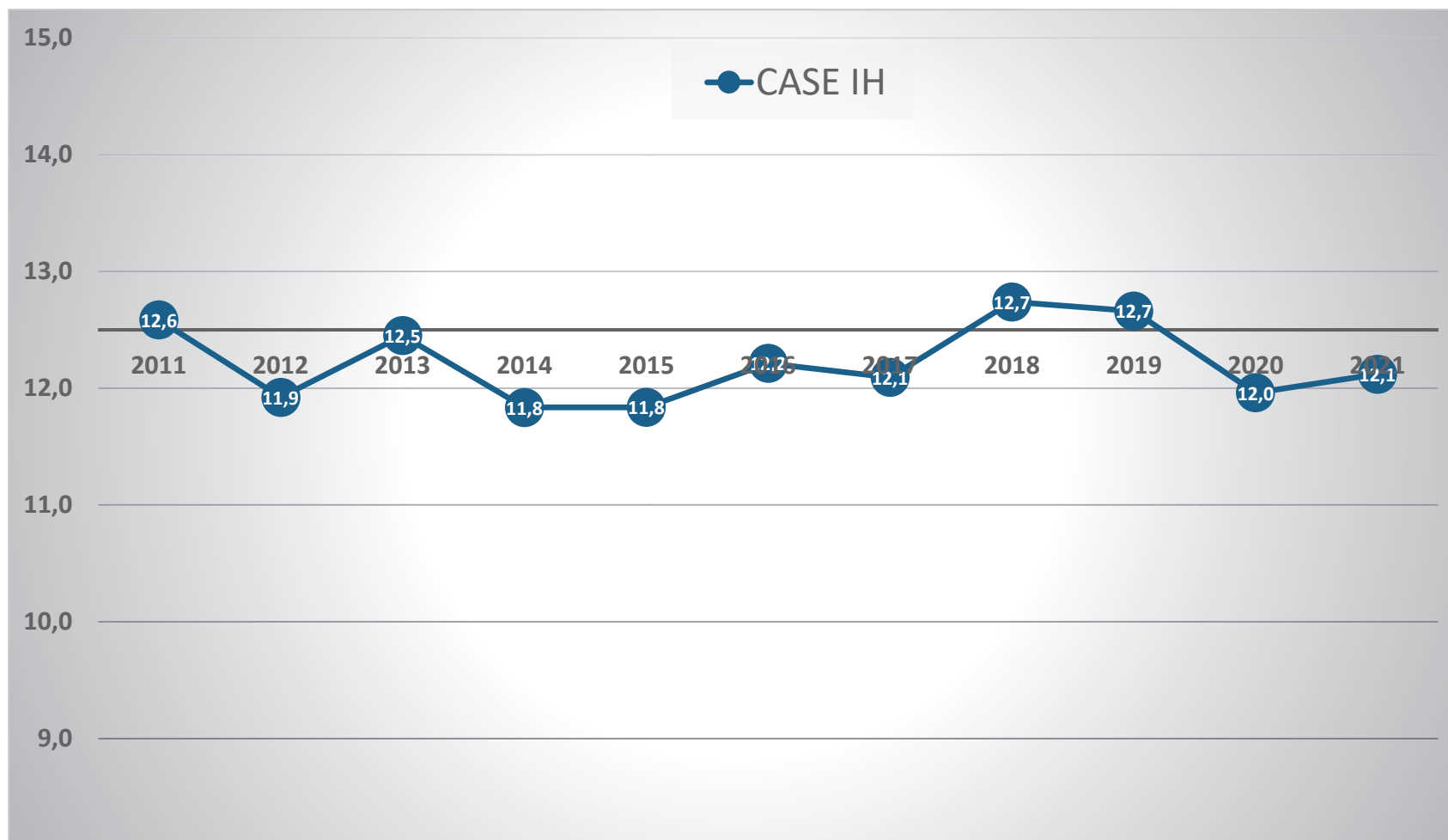
PART III

GRADE EVOLUTION SINCE 2011 DATE OF THE 1ST DSI SURVEY



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CASE-IH : AVERAGE EVOLUTION 2021/2011





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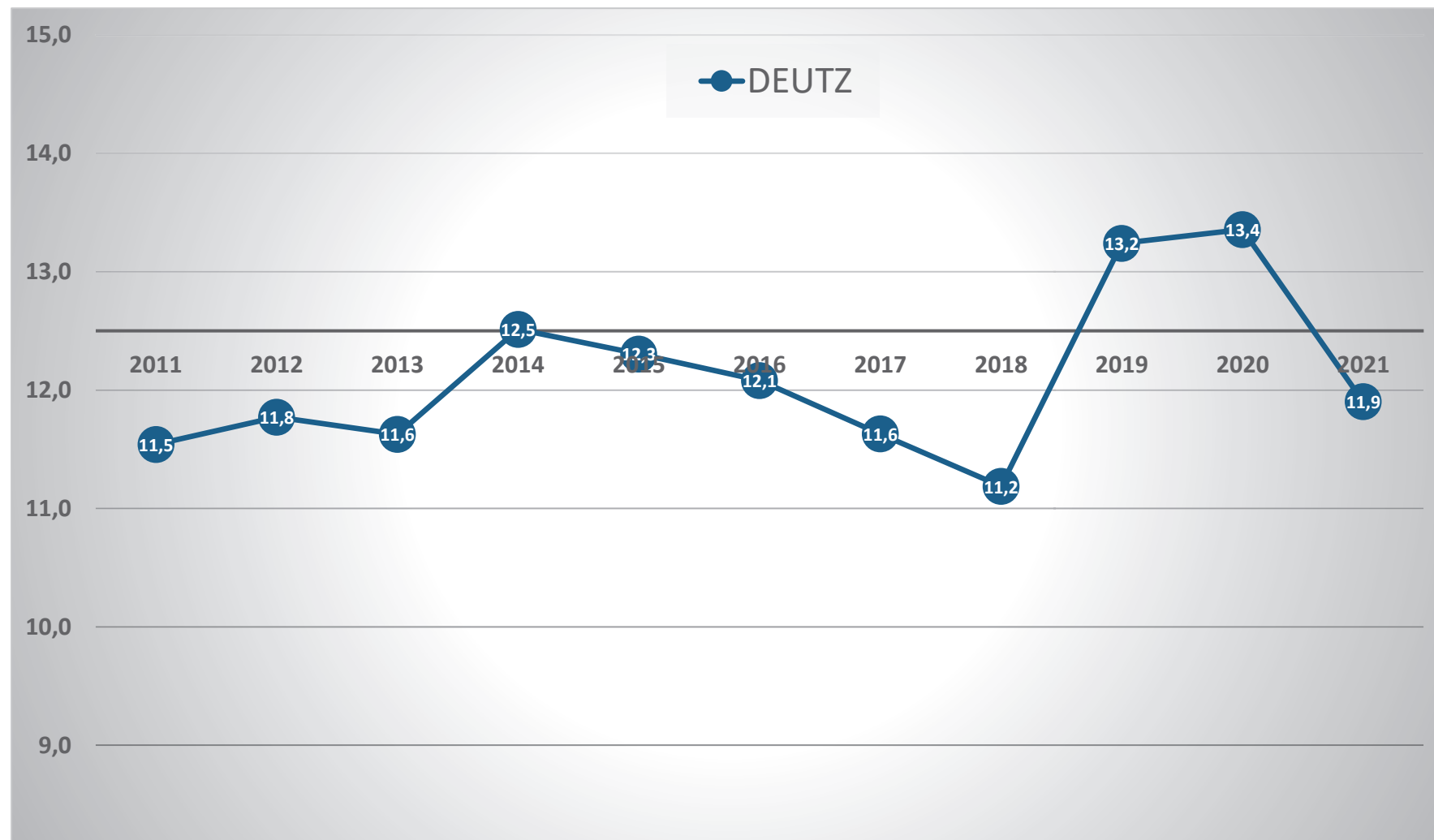
CLAAS : AVERAGE EVOLUTION 2021/2011





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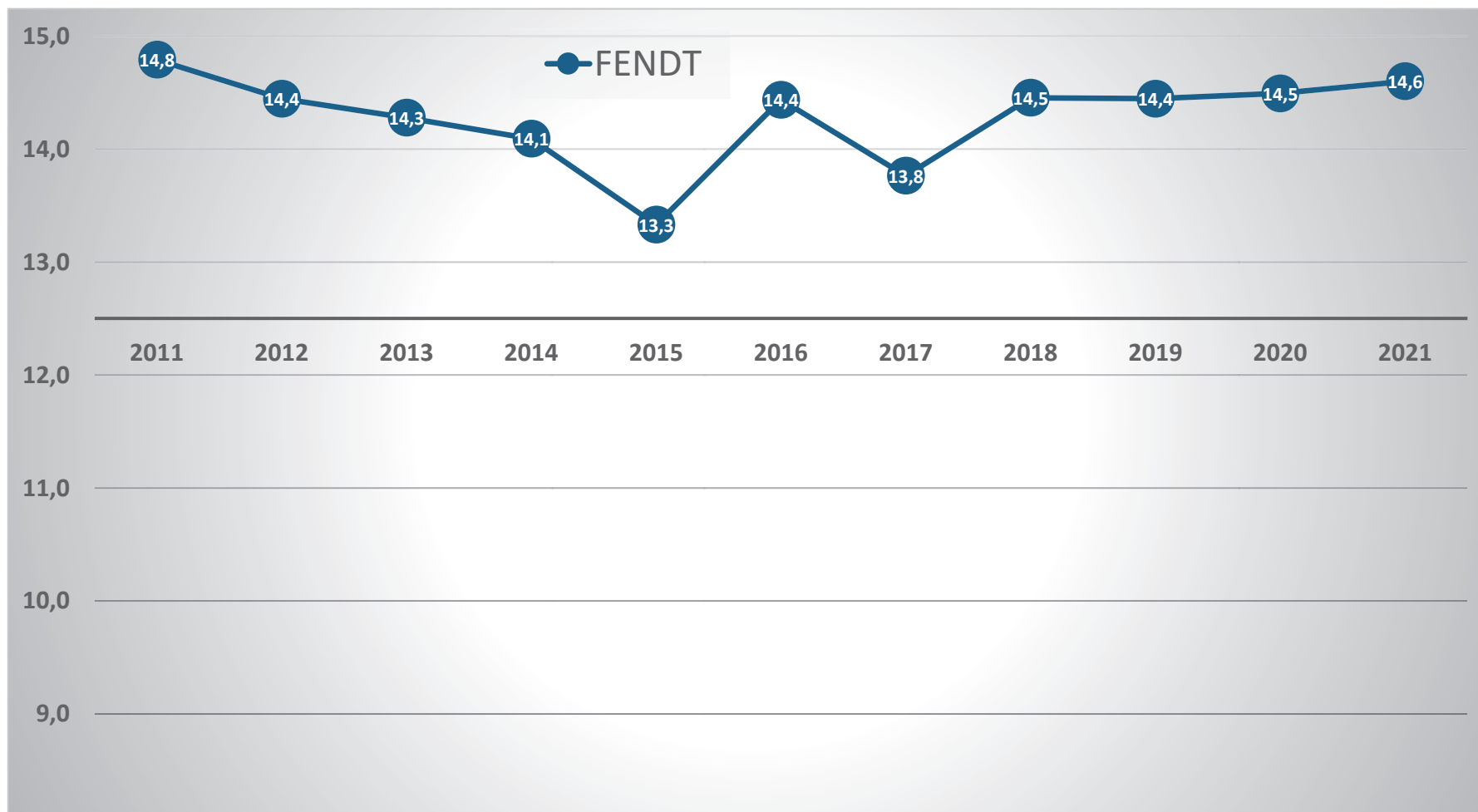
DEUTZ : AVERAGE EVOLUTION 2021/2011





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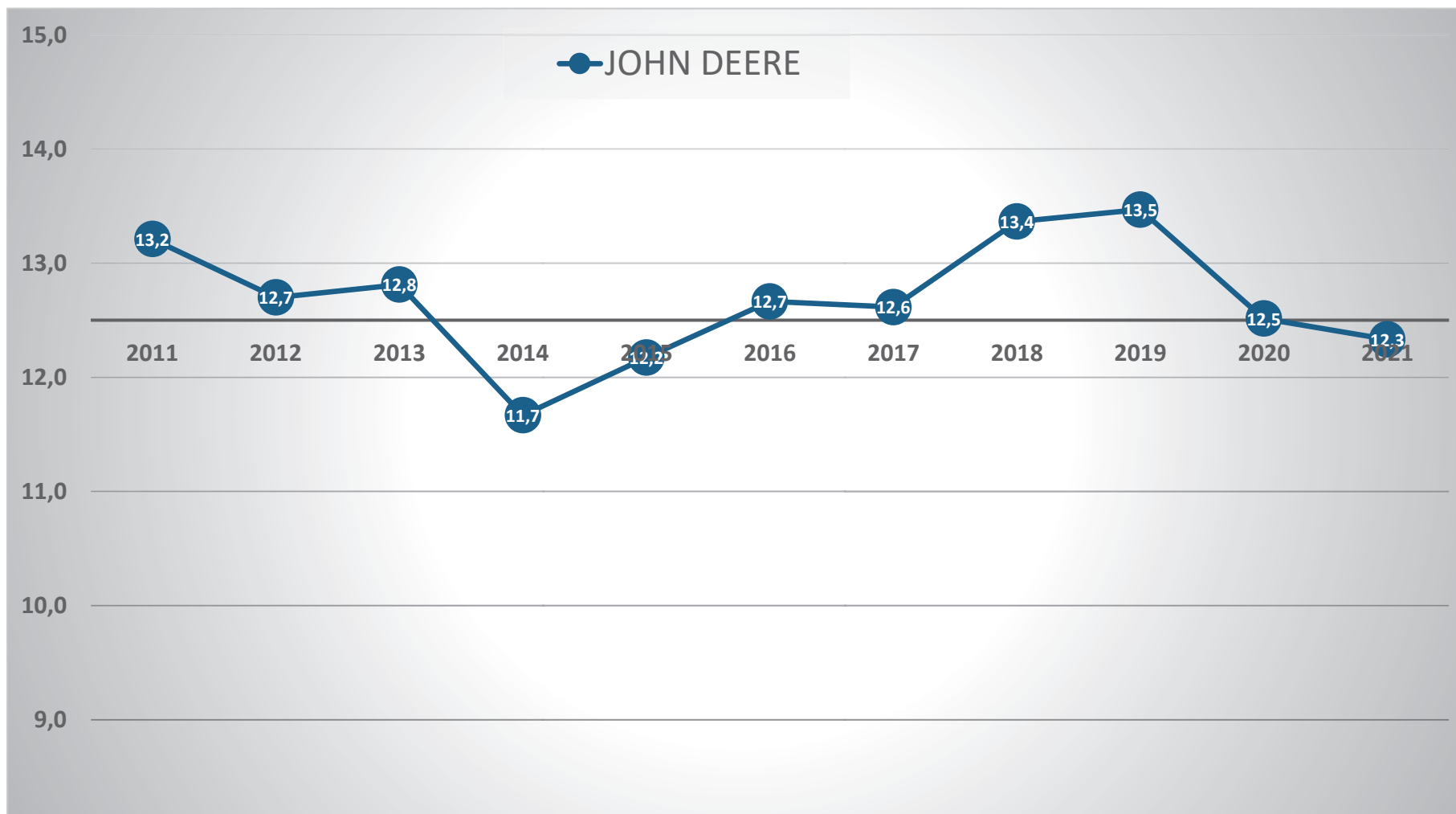
FENDT : AVERAGE EVOLUTION 2021/2011





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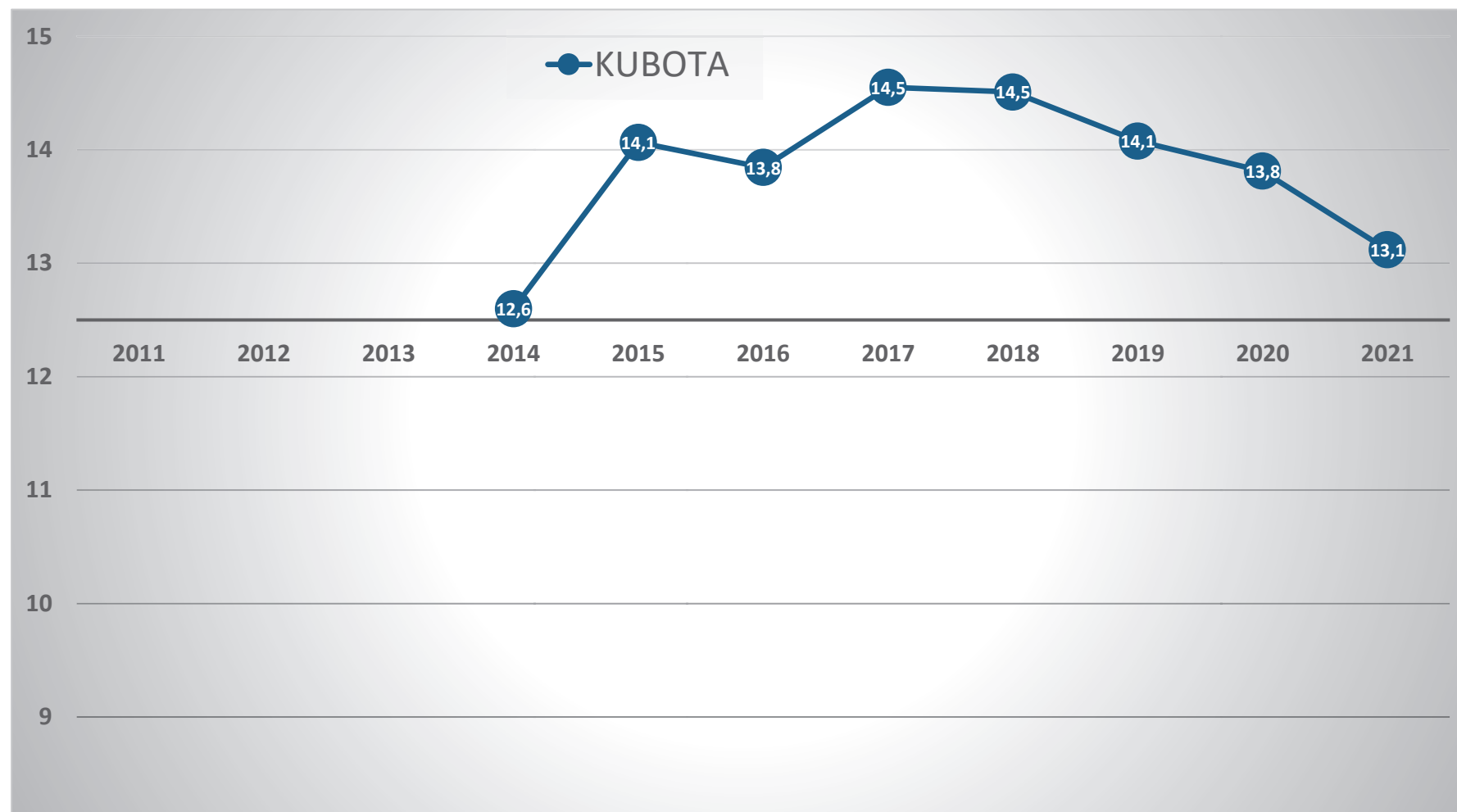
JOHN DEERE : AVERAGE EVOLUTION 2021/2011





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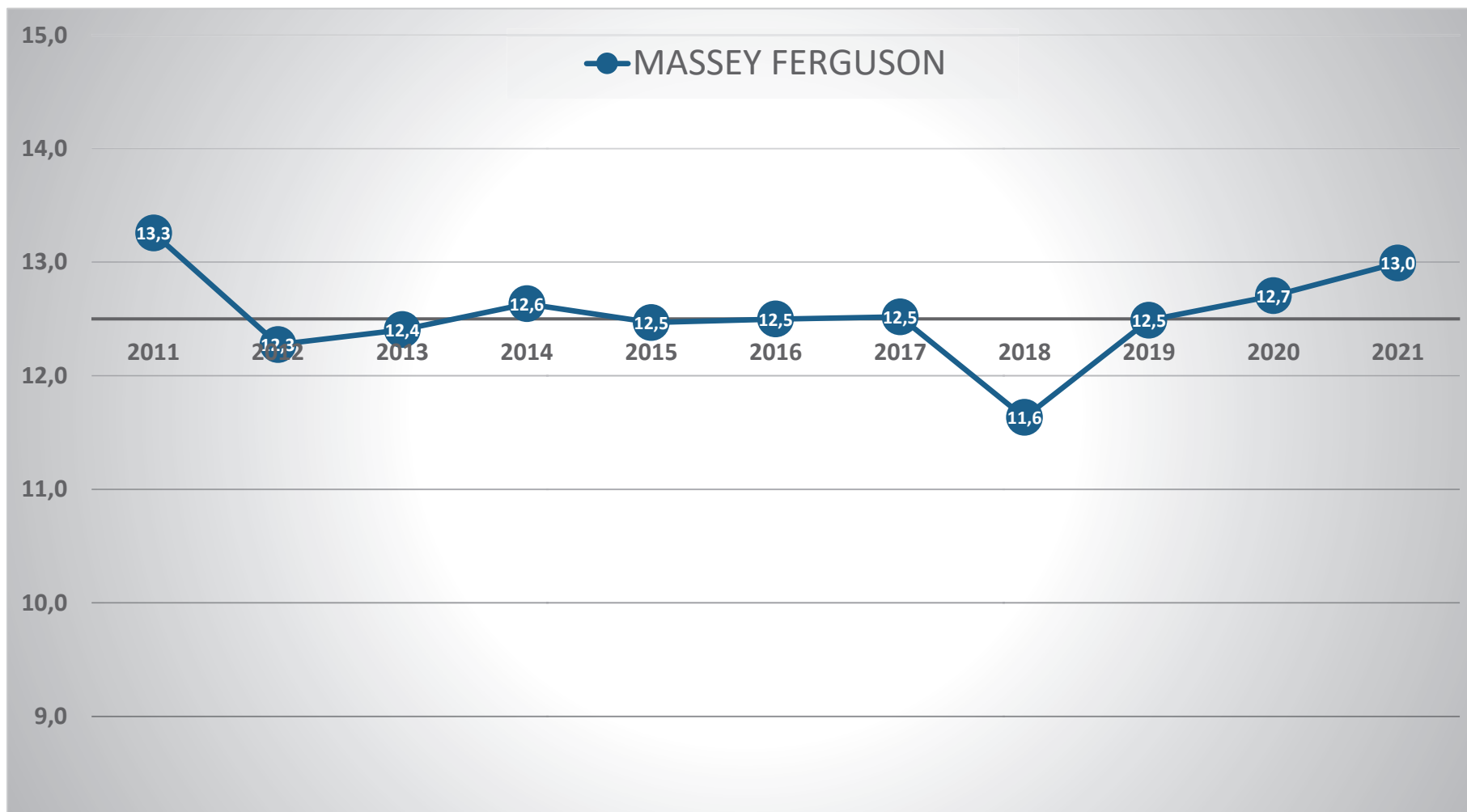
KUBOTA : AVERAGE EVOLUTION 2021/2011





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MASSEY FERGUSON : AVERAGE EVOLUTION 2021/2011





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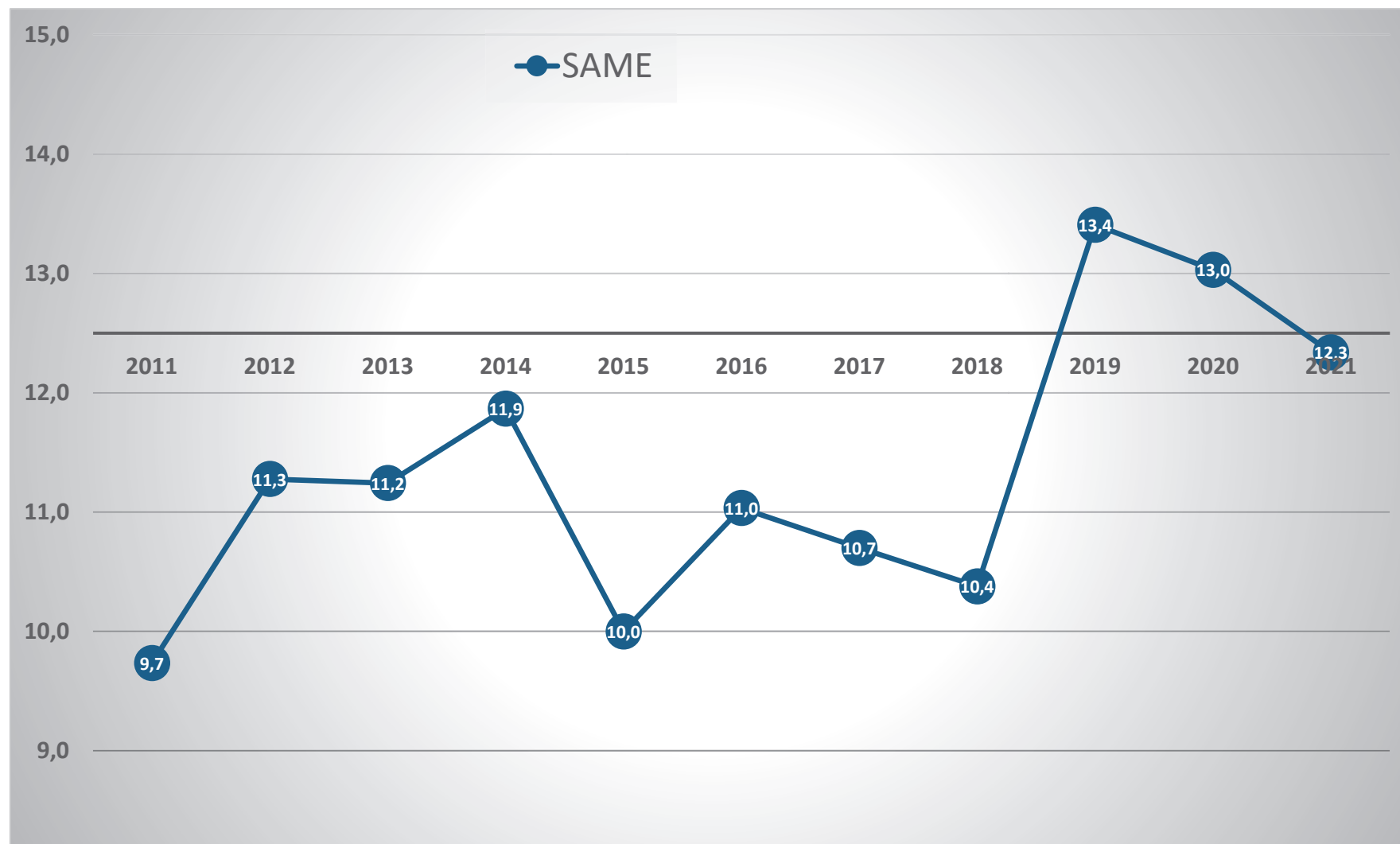
NEW HOLLAND : AVERAGE EVOLUTION 2021/2011





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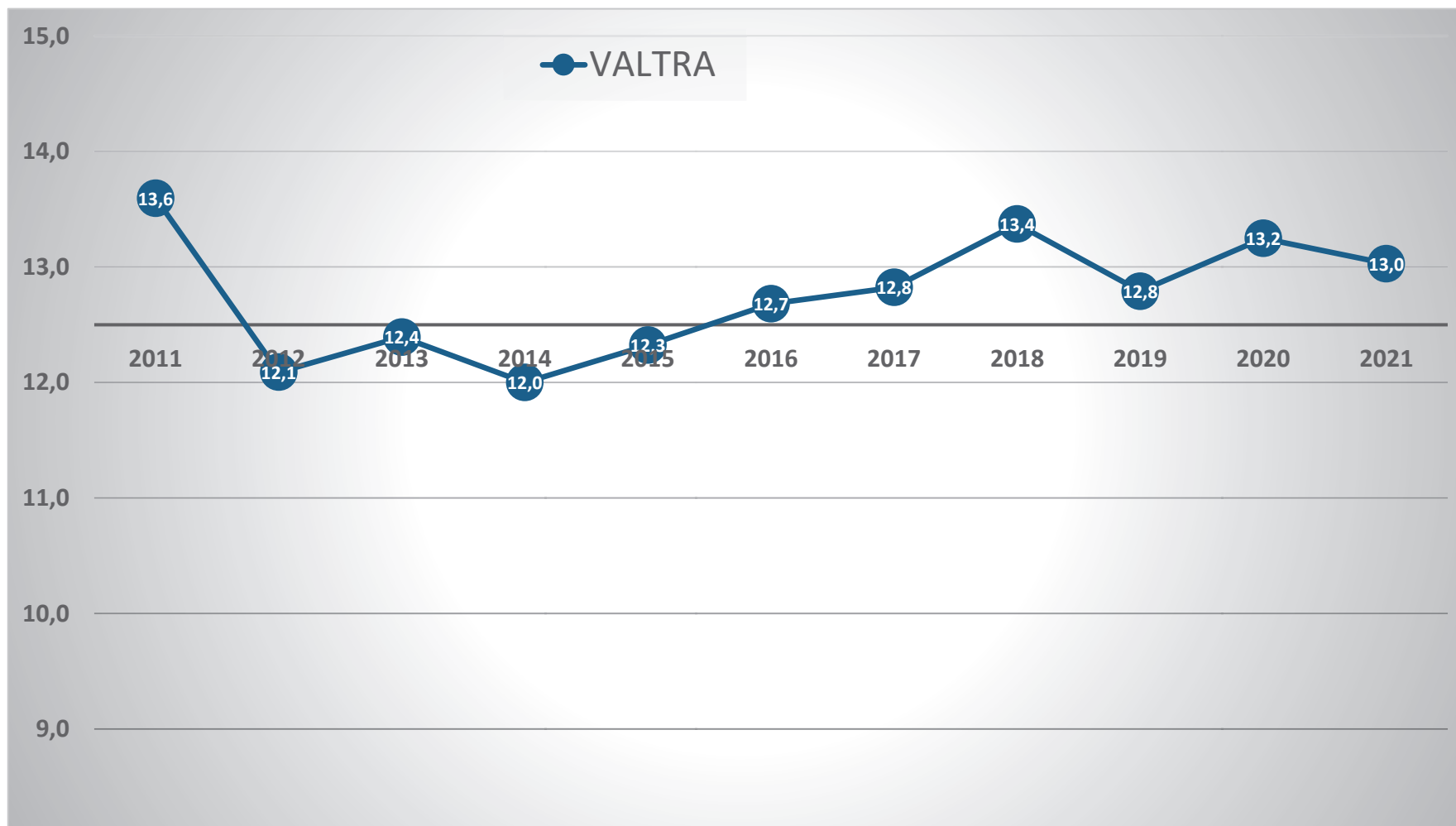
SAME : AVERAGE EVOLUTION 2021/2011





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VALTRA : AVERAGE EVOLUTION 2021/2011





PART IV CONCLUSION

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INFORMATIONS

1



Publication of the
DSI results at the
press conference of
EIMA

2



Sending of the brand
results to the
European directors
of manufacturers by
the Secretary of
Climmar

3



Next survey will be
launched in April
2022



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THANKS FOR LISTENING