

Large Farm Equipment Dealer Groups by Brand - North America
(Multiple Brands at many stores within an Owner Group)

Number of Ag Stores in Owner Group	Large Dealer Owner Groups	AGCO		New		
		Deere	Brands	Case IH	Holland	Kubota
>15	13	8	3	2	1	
10-15	34	14	16	2	1	
7-9	46	23	8	9	3	3
5-6	69	38	4	19	10	9
TOTAL	162	83	31	32	15	12

	<u>Total Industry</u>					
Stores in Large Groups*	1423	707	352	267	137	99
Avg. Stores/Group	8.8	8.5	11.4	8.3	9.1	8.3
Total Stores of Brand	7,500	1,560	975	1,000	1,100	1,500
% Stores in Large Groups	19%	45%	38%	27%	12%	7%

AGCO Brands are primarily Challenger (27 of the 31) but include MF, AGCO, and Fendt.

* All brand locations in groups even if brand total is <5

Source: Farm Equipment Magazine (www.farm-equipment.com) and Currie Management Consultants (www.CurrieManagement.com)
 Farm Equipment Magazine, Dave Kanicki (DKanicki@LessPub.com, 262-782-4480)
 Currie Management Consultants, George Russell (Grussell@CurrieManagement.com, 847-219-7252)