

Prime Line flyer

This flyer from Fiat Trattori includes an illustration and text for a Prime Line tractor in North American. This publication funded by the National Historical Publications and Records Commission through the Kansas State Historical Records Advisory Board.

Creator: Fiat Trattori

Date: 1980

Callnumber: Hesston Public Library

KSHS Identifier: DaRT ID: 448758

Item Identifier: 448758

www.kansasmemory.org/item/448758





Hesston is adding new dynamics to its franchise in North America with a Prime Line of FIAT farm tractors!



Fiat's first tractor, the 702, was introduced in 1919. Its 6235cc engine gave a power output of 30 hp. More than 2000 units of this model were sold.

After 61 years and 1.5 million farm tractors, we're just beginning.

Fiat Trattori **FIAT**

A powerful new force is entering the farm equipment scene in North America...brought together by two of the most respected names in agriculture.

Fiat is proud to be one of them. We are an international company with 61 years of expertise in the design, manufacture and sale of fuel-efficient farm tractors world-wide. Hesston is the other...a dynamic manufacturer and marketer of high-performance farm equipment.

Look at our credentials!

We are one of the world's largest producers of farm tractors. To date more than 1.5 million have been sold around the world, including

35,000 in North America under other brand names. We are first in European sales. We pioneered mechanical 4-wheel drive tractors in 1953 and today, offer one of the most complete ranges of 4-wheel drive models on the market. We build and sell more ag crawler tractors than anyone else in the world.

We are part of a major group with diversified activities in highly technological areas, including an outstanding reputation in the automotive field, built over the span of almost a century. We have businesses in five continents through more than 600 subsidiaries and associated companies.

We have produced more than 10 million fuel-efficient diesel engines.

We have made a commitment to enter the North American market. A



Fiat diesel engines have been proven fuel efficient in a world where fuel economy has been a way of life for years.



The stylish Fiat cab, tractor-tough and truck-convenient, offers a new dimension of comfort to tractor operation.

commitment to Hesston, to its network of farm equipment dealers and to the North American farmers and ranchers who buy our products.

Fiat tractors are here to stay!

HESSTON...the name on the move!

Hesston is one of the fastest growing names in the industry. Its high quality, high performance products with distinct competitive advantages have made Hesston one of the most respected farm equipment franchises in North America.

Now, Hesston can offer its dealers a tractor line which is proven world-wide and supported by one of the world's strongest

companies. This permits Hesston to continue to utilize its resources and ingenuity in the development and marketing of highly competitive farm equipment while, at the same time, supplying its dealers with a new source of power. A matter of prime importance!

Later this year, Hesston will be introducing a broad line of Fiat trac-

tors in the 40 to 160 hp range. The entire range will be available with 2- and 4-wheel drive. Each will be powered by a proven fuel-efficient Fiat diesel engine. A stylish cab will be offered.

If you are interested in moving up with Hesston, contact your Hesston Branch or write Hesston Corporation, Hesston, Kansas, 67062.

FF-11-480

**The
PRIME LINE
is coming.**