

## **"Let the Challenge Begin" – TotY 2025 Competition Kicks Off**

The agricultural machinery world is abuzz as the prestigious Tractor of the Year (TotY) 2025 competition officially kicks off with the event "Let the Challenge Begin." Held in Milan over two days (June 18-19), the event marked the beginning of the journey towards the TotY 2025 awards. During this time, tractor manufacturers had the opportunity to present their candidates to the international jury, composed of 25 professional journalists from 25 different countries. The event was made possible thanks to the invaluable support of BKT, the exclusive sponsor of TotY.

This year, 17 of the world's leading tractor manufacturers will compete with a total of 21 tractors across various TotY categories, showcasing their latest innovations and technological advancements.

**TotY HighPower**, Category Dedicated to high-power tractors with more than 300 horsepower, this category features formidable contenders:

- **JCB 8830 iCON**
- **NEW HOLLAND T7.340 HD**
- **MASSEY FERGUSON 9S.425**
- **CASE IH Quadtrac 715 ASF Connect**
- **VALTRA S416**

**TotY MidPower**, Category For tractors with power ranging between 150 and 280 horsepower, the competition is fierce:

- **CLAAS Arion 660**
- **CASE IH Puma ASF Connect CVXDrive**
- **MCCORMICK X7.624 VT-Drive**
- **VALTRA N175 Direct**
- **FENDT 620 Vario**

**TotY Utility**, this category is for multipurpose tractors with power between 70 and 150 horsepower and max operating weight 9.000 Kilos. Finalists are:

- **MASSEY FERGUSON**
- **STEYR 4120 Plus**
- **LINDNER 70 LDrive**
- **HATTAT T4125**

- **FENDT e107 Vario**
- **TAFE 7515**

**TotY Specialized**, the category focused on tractors over 40 horsepower for orchards, vineyards, hills and mountains cultivation, sees the following tractors competing for the award.

- **YANMAR YT359**
- **ANTONIO CARRARO Tony 8900 TRG**
- **KEESTRAC/RIGITRAC B1e/SKE 40**
- **LANDINI Trekker 4**
- **FERRARI E-Astral**

**TotYBot**, A new addition this year, the TotYBot category focuses on robotic tractors without cabins, equipped with 3-point hitch, PTO, or electric power transfer to implements. These tractors must be available in the European Market and have a minimum Technical Readiness Level (TRL) of 8. Candidates will undergo a different evaluation process, contenders for this new TotY category will be:

- **AGXEED 5.115T2**
- **AUTOAGRI ICS 20**
- **FIELD ROBOTICS Hammerhead**
- **BLACK SHIRE RC 3075**

**TotY Sustainable**, By the end of July, the jury will select up to five finalists from all the presented tractors. This category evaluates environmental impact, including emissions and on-board technology that enhances operational efficiency, active and passive safety, and fuel consumption reduction.

### **Grand Finale at EIMA International**

The TotY 2025 winners will be revealed on November 6, 2024, during the opening day of EIMA International.

Attendees will have the opportunity to witness the technological marvels of the finalist tractors in the outdoor area, with two daily parades featuring detailed descriptions by an expert speaker.

Prepare for an exciting journey as the world's top tractors compete for the honor of being named TOTY 2025.

*“I’m extremely satisfied with the high level of tractors competing for the TotY Awards 2025. Every year tractor manufacturers surpass themselves, offering increasingly innovative, efficient and sustainable machines. This year is no exception, with a range of tractors representing the best of*

*modern agricultural technology. Our jury will have a challenging task selecting the winners, given the exceptional caliber of the participants”.* Said Fabio Zammaretti Chairman of Tractor of the Year.

*"TotY's distinguishing marks are perfectly in line with BKT's constant pursuit of innovation and superior performance, which is reflected in our specially designed and engineered tires. We take this competition to our hearts as it puts us in direct contact with OEMs, their needs and the future of agricultural mechanization. This is what drives us to continue our commitment to innovation by offering reliable tires that enhance equipment performance in different conditions and in specific applications."*- added Lucia Salmaso, Managing Director of BKT Europe.

#### About TotY

*Tractor of the Year, an esteemed international award recognizing excellence in agricultural mechanization, continues to showcase the best tractors in the European market. Established in 1998, this annual accolade is bestowed upon the top-performing tractors as determined by a group of 25 independent journalists with specialized knowledge in the field.*

*Comprising a diverse range of media outlets, including print magazines, websites, agricultural TV shows, and social networks, the international jury represents 25 countries, ensuring a comprehensive and unbiased evaluation of the nominated tractors. Since its inception, the Tractor of the Year award has garnered significant attention and participation from leading agricultural publications worldwide.*