

World's first tractor-based reality show is back with season 2

THE MASSEY FERGUSON Master Mechanic Season 2 returned on 18 November in an even bigger and better format. "Season 1 of the world's first tractor-based reality show was an incredibly successful journey that was wonderful to share with the world," says Dr. Dominik Reus, Managing Director Africa, AGCO. It had highlighted a previously underrated job yet such a critical role in the industry - the technician.

Once again, three teams of two will battle it out for a grand prize of approximately US\$5,624. Also, the winning team gets a once-in-a-lifetime opportunity to visit and

train at the Massey Ferguson Beauvais factory in France where the MF high horsepower tractors are manufactured.

The show will focus on built-in technology in MF high horsepower tractors and demonstrate how farmers can utilise the technology and features to their full potential, which indirectly benefits their bottom line. Last but by no means least, Massey Ferguson offers world-class technical training to its technicians, hence the confidence to showcase the capabilities and expertise of MF high horsepower technicians countrywide.

Master Mechanic Season 2 features super-sized challenges to showcase the highly motivated and trained technicians throughout the country. It provides a unique glimpse into the technicians' world of fixing tractors, who not only swing spanners and travel to amazing and different places but use their intellect in conjunction with world-leading technology.

The show highlights that a technician's life has changed in recent times with the advent of computers and the internet. Being an MF technician is filled with adventure, continually learning and opportunities to travel to unique places.