



CLUB OF BOLOGNA
*strategies for the development of agricultural
mechanisation*



34th Members' Meeting of the «Club of Bologna
Mechanization and Technologies for New Farmers Needs

11-12 October 2025

Bari, Italy

NEW TECHNOLOGIES FOR TRACTORS – PANEL WORKING GROUP

Directed by Giuseppe Gavioli and Karl Th. Renius

NEW TECHNOLOGIES FOR TRACTORS

Panel - Represented companies:

Benno Pichlmayer, AGCO – Director Global Research & Adv. Engineering

Stefano Fiorati, CNH – Director Power Train Innovation

Hans-Jürgen Nissen, John Deere – Manager Solution Controls Strategy

Fulvio Zerbino, Kubota – Chief Engineer Precision Farming, Patents

Global Tractor Sales are estimated by several sources to be about
80 to 100 Bn USD p.a.(2023).

Tractor development seems to be driven by
labor costs, practical needs, labor shortage, dealer quality, technology progress, riding comfort, subsidies, energy prices, CO2 costs, laws, regulations & standards, tax, environment, climate change, robots (as competitors), self propelled machinery (as competitors).

Working blocks of the panel:

- I Standard tractors in general**
- II Standard tractors, improving existing technologies**
- III Standard tractors, full electric, gen 2**