

Here's to the ones who know this is more than a farm, it's a business. Who sweat the small stuff because they know it makes a big difference. Here's to the ones who challenge the status quo. Who do their research, know their numbers, and mind their business. That's brighter thinking for brighter results and brighter futures.

CLAAS

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A Brighter Brand. A Brighter Business.

At CLAAS, being brighter means delivering on our promise to consistently provide solutions that improve our customers' businesses, as their success and our success go hand in hand. The CLAAS brand is a representation of the entire company and how we show up, across all functions of the business, with our dealers, customers, employees and other stakeholders in the industry. This book outlines the core elements of the CLAAS brand and how those elements come to life in our go-to-market strategy.



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There is no secret to our success,
we just have good ideas and
motivated people."

- Helmut Claas

Honorary Chairman of the Shareholders' Committee

Our Passion

Building innovative equipment that makes doing the job easier dates back to the beginning of CLAAS, in 1913, with our founders finding a better way to harvest with a new hay binder. And, since that humble beginning, we have continuously shaped the history of harvesting technology. Indeed, no other company has played such a significant role as CLAAS in the development and innovation of today's harvesting technology.

Today, CLAAS is one of the world's leading manufacturers of agricultural equipment and employs more than 11,000 workers worldwide. A family-owned company, with corporate headquarters in Harsewinkel, Westphalia, Germany and North American headquarters in Omaha, NE; CLAAS is the European market leader in combine harvesters and world market leader in self-propelled forage harvesters. CLAAS is also a top performer in tractors, balers, harvesting equipment and precision farming.

But there is more to what we do than advancing farming technology – we understand the needs of our customers. Much of what farmers and contractors tell us drives our development process to ensure our products fit the needs of their businesses. The demands of our changing world are also constantly driving us forward.

These drivers have made us what we are today: the business-minded equipment manufacturer for the business-minded ag professional. And the partner of choice for top tier harvesting technology. We put our brightest thinking into cutting-edge products that help our customers save more time and make more money. So their businesses are even better than before.



Our Promise

To business-minded agriculture professionals who demand top-tier equipment, CLAAS is the global manufacturer that engineers and delivers solutions that consistently save you time and make you money.

The CLAAS brand promise is what brings our opportunity forward. Our customer is willing to make decisions based on running a better business. On things that can save them time and make them money. And, CLAAS will provide those solutions.

Our Personality

These are the words that define the personality for CLAAS. And, these same words also describe our customer. This consistency and connection between CLAAS and our customer are something we can build upon, and must leverage, to continue growing our business in the future.

Exacting

We do things right and pay attention to the details in everything we do. Our constant pursuit of precision ensures we develop equipment and support solutions that consistently and reliably deliver for our customers.

Grounded

We bring a practical, realistic approach to business and solution-development, continuously learning what makes our customers' businesses work and the ways they can most effectively use what we produce to improve their operations.

Forward Thinking

We constantly look to the future and what's next to develop brighter and better solutions that help our customers save time and make more money.

Optimistic

We believe that no matter the situation or condition of the market there is an opportunity to use ingenuity and fresh thinking to help our customers and our company find ways to win, regardless of the conditions.

Independent

We are a family-owned company with more than 100 years of global farm equipment experience. Our structure provides access to decision-makers and the ability to adapt and take action quickly. We take a long-view of our relationships with our customers, because we see them as our shareholders.

Connecting our Brand to the Business

The CLAAS brand strategy is rooted in a number of foundational items including the brand promise, personality and visual identity. In addition to these core brand elements, the brand exists in day-to-day interactions with colleagues and customers and how we show up to create a best in class customer experience and execute on our go-to-market strategy.

The following core elements represent the strategic foundation from which the CLAAS go-to-market strategy is built upon.

CREATE

Build connection to the CLAAS brand expression with internal employees and dealers to ensure the consistency of understanding and message delivery across the organization.

CONNECT

Build awareness of the CLAAS brand with external customers, prospects and influencers.

RETAIN

Retain existing customers and leverage the CLAAS portfolio to increase share of wallet with these customers.

GAIN

Gain market share with targeted, large, business-minded producers in specific market opportunity niches.

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The seed green color is so connected to our brand and our values and to our identity as the CLAAS family. My grandfather selected the color because for him it represented the seedling...standing for a new beginning, for growth -- and that's exactly what we're trying to convey.

– Cathrina Claas-Mühlhäuser

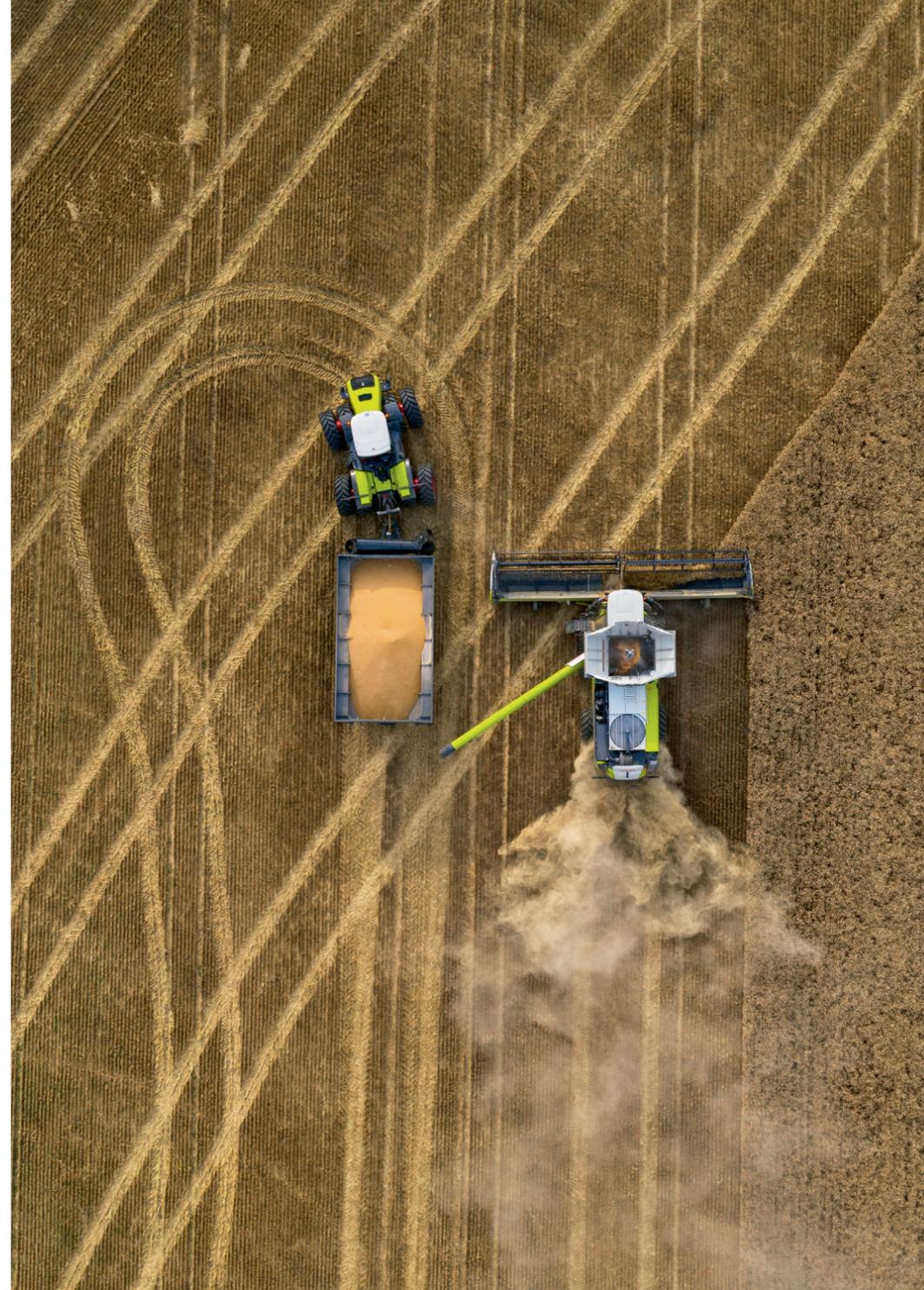
Chairwoman of the Shareholders' Committee

Our Voice & Tone

The tone of all CLAAS communications should convey the business-minded nature of our products and the mindset of our customers and dealers.

The CLAAS voice should be:

- Confident
- Practical, matter-of-fact
- Forward-thinking
- Logical
- Outcome focused
- Business and bottomline-minded



CLAAS. Be Brighter.

Being brighter means so much more than our trademark Seed Green color. It's a sense of being positive, confident and clear. And, it becomes particularly powerful when we connect "Be Brighter" to what we do and how we do it. A brighter perspective on our entire approach and business. Our thinking, our engineering, our products, our services, our solutions, our market presence and yes, last but certainly not least – our people.

At CLAAS, being brighter means delivering on our promise to consistently provide solutions that improve our customers' businesses, as their success and our success go hand in hand. Being brighter starts from our history of innovation and extends through our focus on engineering excellence, our on-farm parts and service programs to maximize uptime, our commitment to deliver a solid return on investment, and to our pursuit of constant learning to expand on our expertise.

Together, we have combined brighter ideas for our mutual benefit. These ideas not only come from our exacting nature and always wanting to improve - they are also the result of our sheer enthusiasm and passion for agriculture. Because we know that, together, this results in an even brighter future for us all and our customers.

The CLAAS Customer

The CLAAS customer knows the details. Maybe most others in town run a competitor, but they are willing to challenge status quo. They've run the numbers and done their research. They have a plan. They know where they're going and what they need to get there. And they know that to succeed, you need to mind your business.

CLAAS isn't for everyone. And, that's a good thing. Our customers are demanding, professional people that are looking to grow their businesses with the help of our equipment.

CLAAS customers are perceived in their communities as:

- Progressive innovators, early adopters
- Calculated risk-takers
- Savvy, knowledgeable operators
- Open-minded, forward-thinking
- Competitive, aggressive
- Information seeker
- Network extends outside of the community
- Non-traditional, different (outliers)

The profiles on the following pages highlight the primary target audiences and some of their key attributes. These profiles should remain top-of-mind in everything we do at CLAAS, in both strategy and execution, because everything we do must deliver for our customers.



GROWER

Steve Smith

Age:	35-50
Occupation:	Farmer - Owner / Operator
Education:	4 yrs / Bachelor of Science
Personality:	Exacting
Status:	Married

BIO:

- Apple product user
- Fox News
- Modern, large, clean shop
- FBN subscriber
- Balances work and family
- Enjoys college sports & social events
- Attends industry events

MOTIVATIONS:

- Winning
- Growth
- Land & Environment Steward
- Data and Information
- Tradition

NEEDS:

- A competitive advantage
- Ability to measure ROI
- Satisfy their need to be the best
- High quality after sales support
- Productivity



CUSTOM HARVESTER

James Carter

Age:	44-55
Occupation:	Owner Manager
Education:	Associate Degree
Personality:	Practical, Matter-of-fact
Status:	Married

BIO:

- Calculated
- Conservative
- Builds client relationships on reliability
- Not brand loyal
- Has good credit, relies on it
- Has loyal crew of younger workers
- Doesn't travel much, would rather work
- Doesn't like small talk

MOTIVATIONS:

- Uptime
- Productivity
- Reliable employees
- Thorough clients who have details planned out

NEEDS:

- Top tier dealer support
- Customers who are capable of planning
- Employees with passion for farming
- Trust of his banker
- Reliable technology



EQUIPMENT DEALER

Dale Jones

Age:	40 - 50
Occupation:	Owner Manager
Education:	4 Yr / Bachelor of Science
Personality:	Exacting
Status:	Married

BIO:

- Focused on Ag Equipment
- Conservative
- Rural, but centrally located
- Focused on customer value
- Tech Saavy
- Involved in community
- Investing into business
- Will pay more for quality

MOTIVATIONS:

- Growth
- Succession planning
- Helping customers win
- Information sharing with networks

NEEDS:

- Community contributions
- To be informed ahead of customers
- Provide for employees and family
- To be connected to the business
- To be seen as respected in his/her own eyes

How Our People Deliver on Our Promise

CLAAS employees and dealers are essential to the success of our business. Being a customer-centric organization is key, and is certainly part of the CLAAS high-touch approach. Our employees and dealers are the main conduit to our customers and are tasked to carry and deliver the CLAAS message effectively and consistently to anyone (and everyone) they come in contact with.

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CLAAS employees are people who knuckle down to work, who see and take care of what needs to be done, they have initiative and understand what we're doing.

- August Claas
CLAAS Founder



How Our Products Deliver on Our Promise

From combines and forage harvesters to tractors and hay tools, the full CLAAS line of products ensures performance and better results for our customers' farming business.

CLAAS products are an engineered mix of efficiency, precision, convenience and reliability —all in the same package. But they aren't for everyone. They're for those who know the numbers that drive their operation and are interested in making those numbers even better. For those with a plan. And, those who want to grab more control of their business and do things the smartest way, not just the way it's always been done.

Whether it's covering more acres in one day with a LEXION combine, boosting silage quality with the JAGUAR forage harvester's superior chopping design, moving manure faster with a XERION tractor, or making hay cutting and baling simpler and more efficient with DISCO mowers and ROLLANT balers; the CLAAS line of products ensures performance and better results.



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We need to farm more efficiently, increase harvest yields, avoid losses and make sure we do it all as sustainably as possible.

– Eric Raby

President and General Manager - Sales



LEXION Combines

Our passion for building combines dates back to 1936, and since then we have continuously shaped the history of harvesting technology. Indeed, no other company has played such a significant role as CLAAS in the development and innovation of today's combine harvesters.

The LEXION combine is a machine that's as ambitious as our customers and sets the pace for innovative technology — all in a reliable and easily-maintained package. Delivering on the promise of efficiency and precision, the LEXION can harvest more acres per hour than any other combine on the market while using less fuel and has the capability to adjust threshing and separation speed to ensure minimal grain loss.



JAGUAR Forage Harvesters

With tens of thousands of machines produced since 1973, the JAGUAR is the world's #1 self-propelled forage harvester. To get here, CLAAS has continuously developed and refined the JAGUAR for our customers so they can rely on a machine that consistently saves fuel and works more efficiently than the competition. Additionally, the intelligent crop processing systems help to achieve a basic feed that can produce more milk per day. All paying off in better results for our customers.

The revolutionary drive concept of the JAGUAR was developed by CLAAS engineers in 1993 and still sets the standard today. With its industry leading design, throughput of up to 380 tons per hour, unmatched crop flow and chop quality and less fuel consumption, the JAGUAR forage harvesters are equipped to take on any field. That's what makes the JAGUAR the world market leader.



XERION and AXION Tractors

Tractors have been part of the CLAAS global product range for the past 15 years. The tractor family has continued to grow during that time and has now expanded in the North American market with the AXION 960-920 and AXION 880-810 tractors joining the well-proven XERION tractors.

The XERION and AXION tractors are where productivity meets efficiency. With roads speeds of over 30 mph and market leading fuel efficiency, customers are able to haul more loads per day, take on more jobs per month and earn more dollars per season.



Balers and Hay Tools

As a leading equipment manufacturer of hay and forage machinery, CLAAS provides the ideal harvesting product line to support day-to-day operations and enable our customers to achieve less ash content, better bale ensiling and creating greater efficiency and forage quality – all of which puts more profit in their pocket.

The CLAAS balers and hay tools lineup includes:

- QUADRANT | Balers
- ROLLANT | Balers
- VARIANT | Balers
- DISCO | Mowers + Mower Conditioners
- VOLTO | Tedders
- LINER | Rakes
- CARGOS | Transport Wagon

Be Brighter. More than a color. It's a state of mind.

From our dealers:

"From parts to service to sales – it doesn't matter the time or day, if we need something, we can get a hold of CLAAS and make something happen."

Clint Hurst
LoneStar Ag

"We strive for growth, performance and building our business – that's something we share together with CLAAS."

Kirill Krattli
MirTech Harvest Center

"CLAAS' priority is on their dealers and we value that incredibly. CLAAS truly respects the dealers and helps to build the dealership."

Justin Kehler
gen AG

From our customers:

"Work seems like child's play with the CLAAS LEXION. In six weeks, it's time to get behind the wheel again. I can hardly wait. I love my LEXION!"

Kyle Carstens
LEXION Customer
Iowa

"With the XERION tractor our manure handling business is able to operate much more efficiently and as a result it has created room to take on more customers."

Garth Franklin
XERION Customer
Ontario

"We've never lost a day due to a breakdown with the CLAAS JAGUAR chopper."

Don Peters
JAGUAR Customer
New York

CLAAS

When you run the numbers,
these letters make perfect sense.