



News Release

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Versatile Tractor Winner: “This is going to make a huge difference.”

Young Indiana farmer’s “Simple & True” entry wins a free lease on a 4WD tractor

Decatur, Ill. – September 2, 2009 — Like many Indiana corn growers, Blake Martin has had a challenging past year, but he certainly has just secured some reliability for the next. Martin, a 27-year-old row crop and dairy farmer from Kouts, Ind., has just been awarded a free lease on a Versatile 375hp four-wheel drive tractor for his entry in the Versatile Simple & True Challenge.

The Simple and True Challenge, launched in June, invited growers to simply explain what it means for them, their family and their operation to have a tractor that is simple, reliable and easy to maintain – in less than 200 words.

“When I first heard about the contest, I thought it was a smart idea for a contest from Versatile,” explained Martin. “So I thought - ‘What the heck?’ - I’ll enter and see what happens. I was just hoping to win a sweatshirt or something. But this is going to make a huge difference in our operation.”

Martin was presented as the winner today before a crowd at the Versatile exhibit area on the grounds of the National Farm Progress Show in Decatur, Ill. Adam Reid, Marketing Manager



with Versatile was on hand to congratulate him and said he was pleased with the resounding and emotional response the competition received.

“We were very impressed with the quantity and even more so, the poignancy of all of the entries we received,” said Reid. “But Blake’s story was a compelling one and he succinctly demonstrated in a few paragraphs what we strive to communicate every day – that a dependable tractor equates to a profitable operation and more peace of mind. We are thrilled that an up and coming producer like Martin is going to benefit from the durability and reliability of this tractor.”

Reid said Martin’s entry was chosen from among nearly 700 others because it was judged to be the most heartfelt, sincere and well-expressed.

“Dependability to me means issue free after 10,000 hours,” said Martin in his entry. “No matter what your operation size, having a rugged and reliable 4wd tractor makes you money. Dependable is a tractor that last 25 years after it is paid off. Covering more acres in less time allows you to manage your business. This is why Versatile tractors are so appealing to our operation.”

In fact, prior to entering the contest, Martin said he had considered a Versatile tractor for his operation. “I’d seen a Versatile tractor on display at a farm show and I remember thinking to myself that if I could get a 4-wheel drive tractor, this is the one I would want.”

Now that he is going to get that Versatile tractor, Martin said it will help all three generations working on their farm. “My grandfather still does a lot of the primary tillage work for us,” explained Martin. “So this is going to make it much easier for him to get around. Plus we really will use it for everything. So this is going to help out tremendously.”

Nine runner-up finalists also have been selected and will be notified in upcoming weeks. Each has won a Versatile prize package including an all-weather jacket, a sturdy backpack and a specially-designed, woven cap.

For more than 40 years, Versatile-built tractors have been known for their durability and reliability. In late 2008, Buhler Industries Inc. announced that it was returning to its roots by re-



establishing Versatile as the sole name of its tractor line. The relaunch included the introduction of new models, new warranties and new financing options. Since then, Reid and others at Versatile have been busy talking with growers and dealers across the country about reliability in the field.

Those interested in more information on Versatile tractors, including model details and specifications, can go to www.Versatile-ag.com.

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About Versatile

Versatile, a division of Buhler Industries Inc. (TSX: BUI), is the only Canadian manufacturer of agricultural tractors. The factory in Winnipeg, Manitoba covers almost 700,000 square feet with complete manufacturing and assembly capabilities and full research and development facilities. Versatile also has a rural 40-acre test site with a paved quarter-mile circuit and bump-track. For more information on Versatile tractors visit www.versatile-ag.com.