

# New Product Launch – MacDon Hosts All Westward Dealers

*Submitted by Lance Derksen*

**M**arch 21st to 23rd, 2007 marked the official launch of MacDon's next generation of equipment to the Westward Products Ltd. dealer group. MacDon hosted approximately 150 dealership staff from across Western Canada for two days of presentations, product information sessions and entertainment.

MacDon's new equipment line includes:

- Flexible and rigid draper headers for combines in sizes of up to 45 ft. (D60 and FD70)
- Two completely redesigned Dual Direction SP Windrower tractors (the M150 and the M200)
- Auger headers and pull-types (A30S, A30D, A40D)
- Rotary headers and pull-types (R80)

All of the equipment has been updated from top to bottom. All of our new equipment is designed to improve productivity for the end user. Faster road speeds (up to 23 mph) and field speeds are possible with the all new M150 and M200 series

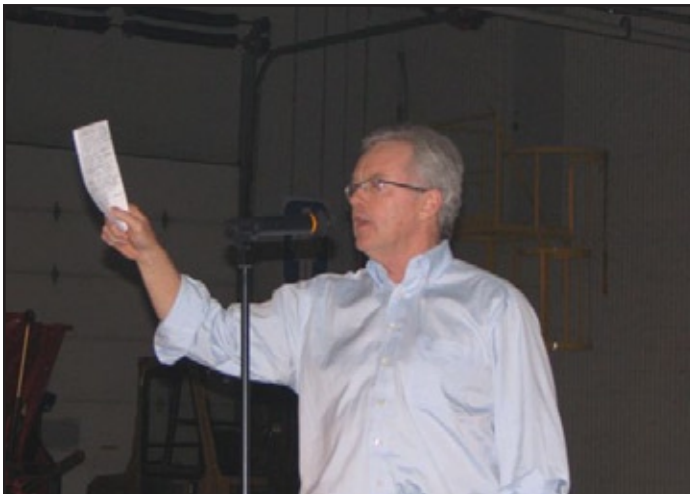
SP Windrower when paired with a draper, rotary or auger header.

The product launch was a huge success. March 22nd included a factory tour, introductory lunch and product presentations. In the evening, it was time to have fun! Cocktails, a steak barbeque and dealer award presentations were all part of the events that day. There was also an appearance by Elvis (Corny Rempel, the impersonator).

All presentations were complete by noon on March 23rd. After a parting lunch, our guests headed home pondering the massive impact the new equipment would have on their sales regions.

Alan Ballantyne (Westward dealer group Account Manager) stated, "I've had nothing but positive feedback from everyone involved, particularly our dealers and Westward sales staff. Our dealers are really looking forward to seeing some of this new product in their customers' fields this summer."

MacDon will be initiating a comprehensive demo program called "Cut Across Canada" this summer. This will be an opportunity for our dealers and customers to see the new equipment in the field.



**Gary MacDonald addressing the group.**





Wheatbelt Sales, Wadena, SK (2005 Sales Winner).



Morris Sales and Service, Virden, MB (2005 Sales Winner).



Chabot Implements, Elie, MB (2006 Sales Winner).



Miller's Farm Equipment, Moosomin, SK (2006 Sales Winner).



Val, Judy, and Lisa working the registration desk.

