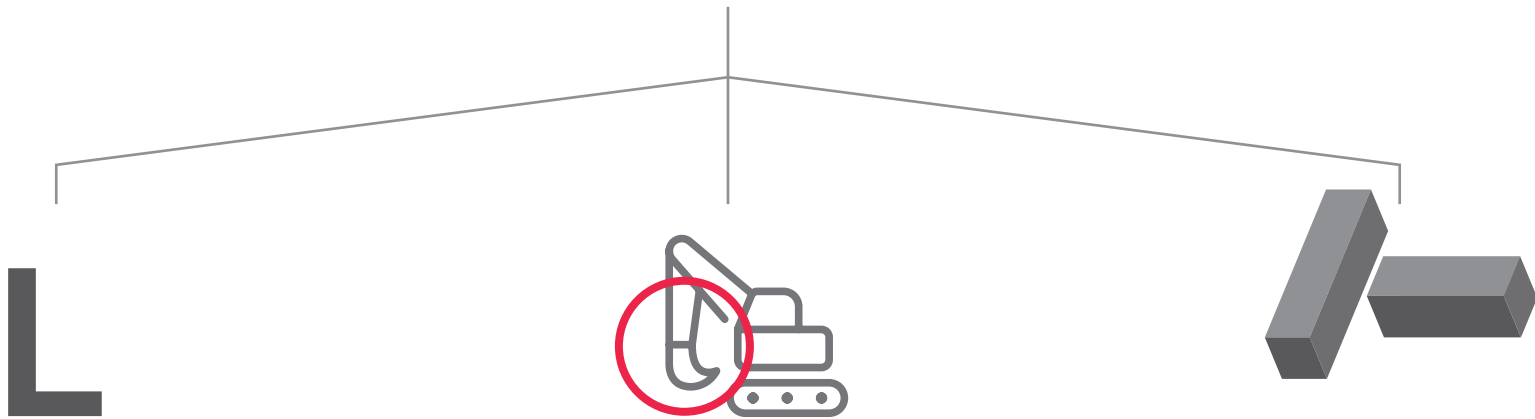




NEW VISUAL IDENTITY 2022



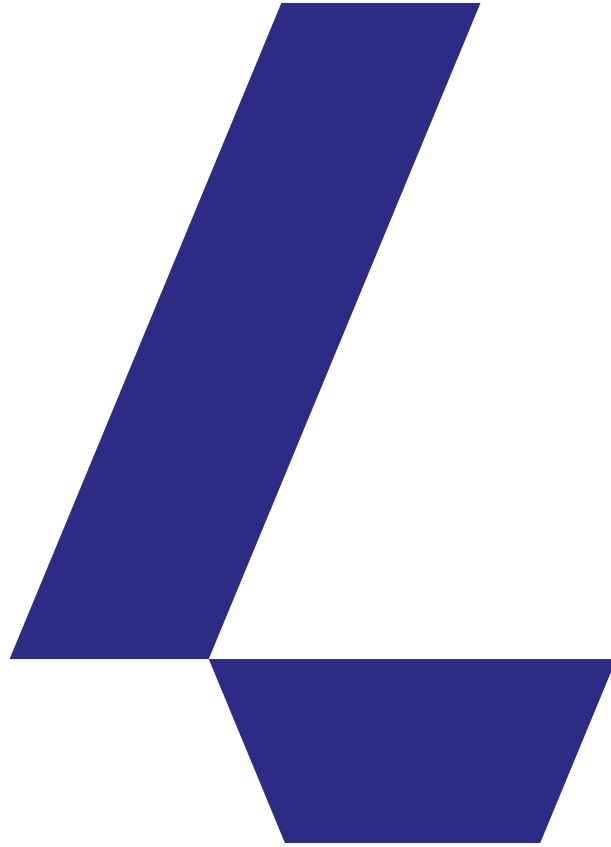
Primarily, the icon represents the first letter of the company name — L.

We also illustrate heavy technology (the basic focus of the company), secondly we refer to data-mining, working with data („digging“)

And, last but not least, we refer to construction, accuracy, precision (we are still a German company after all)











Next, we play out the morphology that is indicated in the logo. We build further on the same shapes and angles.

Derived shapes

From the base given by the LECTURA logo, we derive other new shapes and letters that serve as a kind of „meta-logos“ or underlying surfaces of visual compositions.



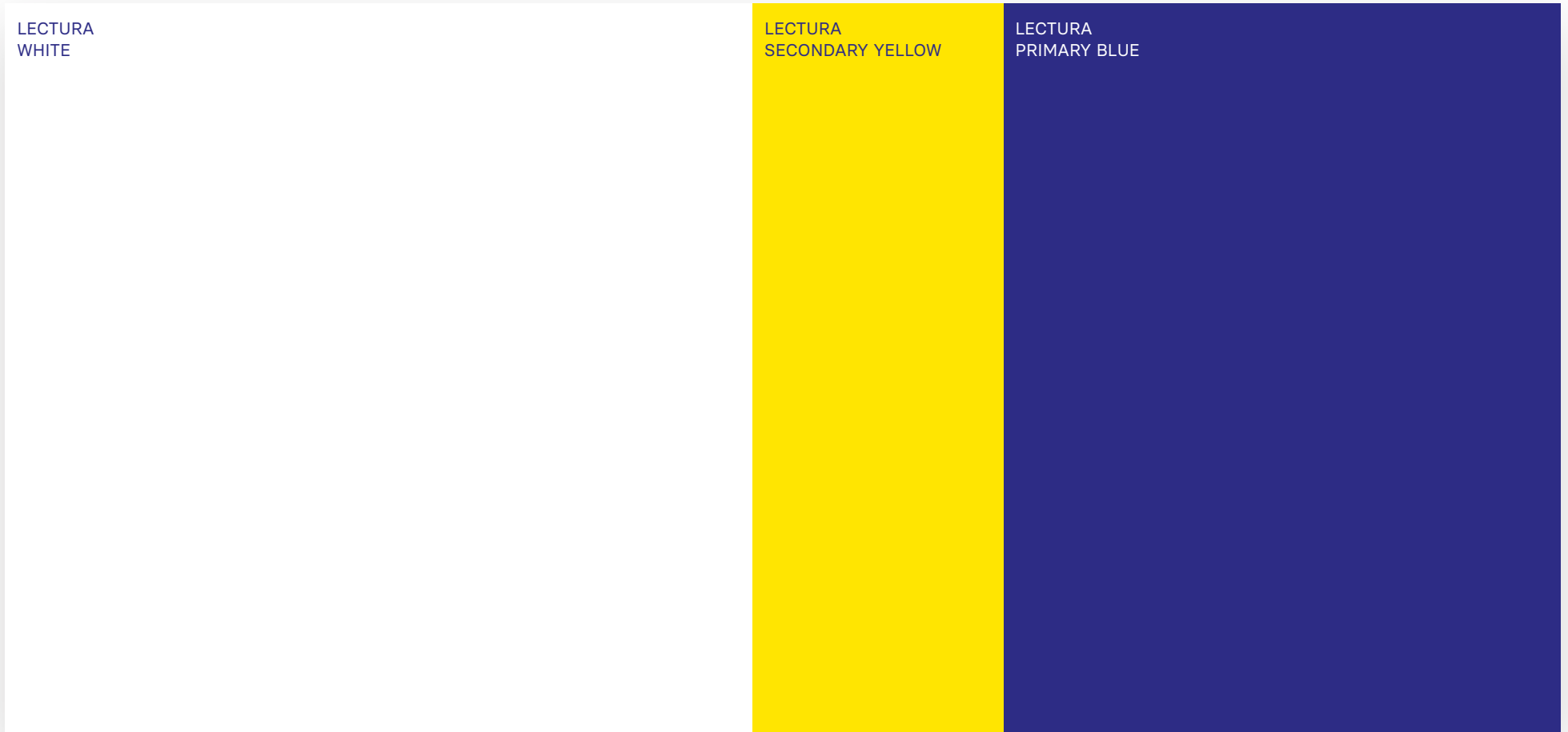
Color palette

Keeping the primary LECTURA blue, we add a reflective and fresh „construction“ yellow.

LECTURA
WHITE

LECTURA
SECONDARY YELLOW

LECTURA
PRIMARY BLUE





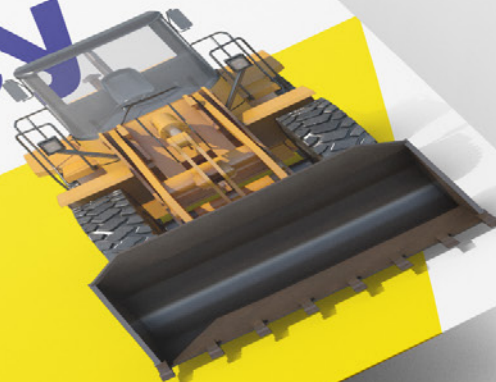
Covid Survey

Who won the 2021? (page 10)

The most successful
excavator brands (page 11)

How covid changed
the industry (page 12)

 LECTURA



TOP 10 SERIES
WORLD'S BIGGEST TRACTORS

World's Top 10 biggest tractors in 2022

Frank Eden and Florence Chetani | January 6, 2022



Big Bud 990/100
imgsource: www.lectura.com/lectura/Big_Bud_99

Tractors are well-known heavy machines designed to deliver high tractive force at low speeds. Thanks to this ability, tractors are suitable for a wide range of agricultural or even construction works such as tillage, ploughing, harrowing, forestry applications or landscaping. The biggest tractors are equipped with powerful engines rated at hundreds of horsepower in order to provide enough force to haul large trailers and other heavy agricultural equipment/attachments.

These machines are used on vast farming areas that measure hundreds up to thousands of square kilometers. Let's have a look at the Top 10 biggest tractors being based mainly on rated engine horsepower, but also other factors such as dimensions and engine power taken into account. Please keep in mind that the majority of tractors that appear in the ranking are custom-made. Nevertheless, some of the machines such as Versatile, Fendt or MacCracker are commercially available.

1. Big Bud 990/100 990 hp (719 kW)
2. Big Bud 950/100 950 hp (698 kW)
3. Bilo 750 Earthquake 850 hp (625 kW)
4. ACO 690 Outback 825 hp (607 kW)
5. MacCracker MT-700 768 hp (564 kW)
6. Big Bud 740 740 hp (544 kW)
7. Bilo 707 700 hp (510 kW)
8. Fendt 1167 Vario MT 673 hp (494 kW)
9. Big Bud 650/50 650 hp (478 kW)
10. Versatile 820DT 620 hp (451 kW)

42 DigMessenger 2022/1 43

LECTURA HEAVY MACHINERY MAGAZINE

DigiMessenger

01/2022

HOT TOPIC: Precision configuration versatility



8 WORLD'S TOP 10 Tallest land-based Cranes

11 ESSAY The impact of covid-19 on rental business

65 INTERVIEWS Rental industry: services & solutions

LECTURA

DigiMessenger Design
Issue 1, January 2022
A publication of LECTURA GmbH
European construction equipment magazine
over 90,000 copies per month, 8 languages
plus
Frankfurt, Germany

LECTURA GmbH
Address: 10000, 10000, 10000
Phone: +49 69 4000 10000
Fax: +49 69 4000 10000
E-Mail: info@lectura.de
Website: www.lectura.de

Webshop: www.lectura.de/shop
Facebook: www.facebook.com/lectura.de
Twitter: @lectura_de
LinkedIn: www.linkedin.com/company/lectura

Advertising Partners:
Please visit the website: www.lectura.de/advertise

TOP 10 SERIES
WORLD'S BIGGEST TRACTORS

10. Versatile 820DT – Always on the right track



imgsource: Versatile

The 820DT tractor is the world's Versatile 820DT. It might be said there are other tractors like it, or 820 hp such as Case IH 8250, John Deere S780 or New Holland CR10.50, but Versatile 820DT is the featured one. The Canadian manufacturer Versatile introduced the DeltaTrack series in 2013. The name is derived from the Greek word "delta", which means four. Moreover, the Delta is represented by a triangle which is considered the strongest geometric shape. The DeltaTrack tractors are equipped with a dual front system from Versatile that is designed to improve traction and maintain contact with the ground. The 820DT is also considered the best sleep rigging tractor on the market. The Canadian brand is presented by the new Cummins QSR6 engine rated at 620 hp. Versatile 820DT is not only one of the biggest tractors in the world but also one of the best-selling tractors, weighing about 27 tonnes. Obviously, such large tractors as the 820DT are designed to work in vast farming enterprises. The 820DT units can be seen on several large farms in Canada, US or Australia. If you would like to test this model, be ready to pay about 800,000.

900 hp (661 kW)	Big Bud 15V-747 - 1.
850 hp (625 kW)	Big Bud 990/100 - 2.
850 hp (625 kW)	Bilo 750 Earthquake - 3.
820 hp (607 kW)	ACO 690 Outback - 4.
768 hp (564 kW)	MacCracker MT-700 - 5.
740 hp (544 kW)	Big Bud 740 - 6.
700 hp (510 kW)	Bilo 707 - 7.
673 hp (494 kW)	Fendt 1167 Vario MT - 8.
650 hp (478 kW)	Big Bud 650/50 - 9.
620 hp (451 kW)	Versatile 820DT - 10.

Rated Engine Power 620 hp (451 kW)
Engine Type Cummins QSR6
Fuel Tanks 877 Cummins QSR6 Tractor
Dimensions (L x W x H) 18.1 x 3.6 x 3.6 m
Base Weight 27.1

Get all news for Versatile 820DT
and the Versatile 820DT on DigiMessenger

44 DigMessenger 2022/1 45

TOP 10 SERIES
WORLD'S BIGGEST TRACTORS

9. Big Bud 650/50 – A strong buddy for plowing



imgsource: Thompson - YouTube (screened)

The 9th biggest tractor in the world is Big Bud 650/50. The company, founded in 1948 as Northern Machine Works, produced articulated tractors until 1980. The first 650/50 unit was constructed in 1988 and the company manufactured only 6 units to date. Supposedly, only 2 units are still operating in the US while the other 4 units have been exported to Australia and Europe. The Big Bud 650/50 is powered by a 6-cylinder Detroit Diesel 6V-92 engine rated at 650 hp and weighs approximately 27.2 tonnes. The video below shows the 650/50 plowing with the 21-belt LHM filter – the biggest mid-belt plow ever made, built in 1978.

Rated Engine Power 650 hp (478 kW)
Engine Type M44 D92E
Engine Type Detroit Diesel 6V-92
Fuel Tanks 26 x 20
Dimensions (L x W x H) 20.1 x 3.6 x 3.6 m
Base Weight 27.2 t

Get all news for Big Bud 650/50
and the Versatile 820DT on DigiMessenger

8. Fendt 1167 Vario MT – A power sensation



imgsource: Fendt

Number 8 on our list, the high and mighty Fendt 1167 Vario MT, has created by itself, company with a successful tractor history of 80 years on the market, and is part of the 1000 series that was launched at Agritechnica 2020, exactly 20 years after the first Fendt Vario tractor was introduced. With an unparalleled 1000-horsepower line engine with an enormous cubic capacity of 10.2 litres that provides an output of 1173 hp to the soil by common rail, under extremely high power requirements, there is no wonder that the tractor is called power sensation. The first 1167 Vario MT is not famous only for its impressive power, but also for the Fendt Variotronic drivetrain that has won a lot of prizes, and 12,000 mm wheelbase that provides more traction, less roll posture, and an optimal weight distribution across the entire contact area even in the case of heavy load.

Rated Engine Power 673 hp (494 kW)
Engine Type M44 D92E
Fuel Tanks 27 x 20
Dimensions (L x W x H) 20.1 x 3.6 x 3.6 m
Base Weight 28.2 t

Get all news for Fendt 1167 Vario MT
and the Versatile 820DT on DigiMessenger

2022/1 45

HEAVY MACHINERY MAGAZINE

LECTURA DigiMessenger

Q1/2022

HOT TOPIC:
**Precision
configuration
versatility**



WORLD'S TOP 10
**Tallest land-based
Cranes**

PAGE 8

ESSAY
**The impact of covid-19
On rental business**

PAGE 11

INTERVIEWS
**Rental industry:
services & solutions**

PAGE 65



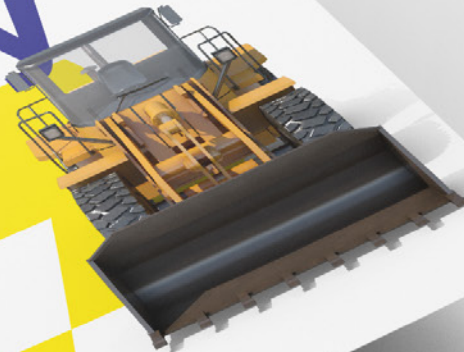
Brand Survey

Who won the 2021? (page 11)

The most successful
excavator brands (page 11)

How covid changed
the industry (page 11)

 LECTURA



LECTURA

Brand Survey 2022

Global results +
example of a detailed
brand review



SURVEY PROUDLY
SPONSORED BY >

● Tractor Inc.

● Sponsor
brand



Boosting equipment insights

HOW IS LECTURA GOING TO HELP
IMPROVE YOUR BRAND PERFORMANCE



BOOSTING EQUIPMENT INSIGHTS



www.lectura.de