

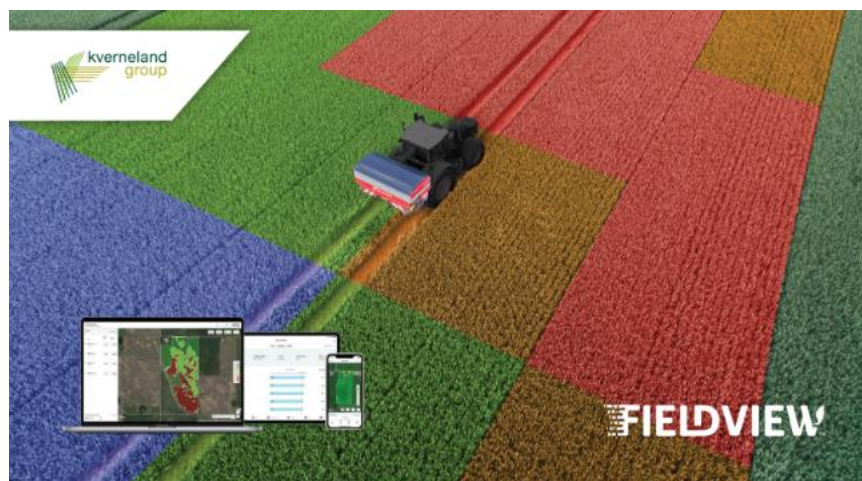
PRESS RELEASE

Kverneland Group has signed a Collaboration Agreement with Bayer to connect Bayer's FieldView Digital Agronomic Platform with Kverneland Group's Implements

Unlocking the Future of Farming Efficiency by Expanding Connectivity and Compatibility.

September 2024 | Nieuw-Vennep, The Netherlands

The connection of FieldView with Kverneland Group's machinery facilitates the utilization of agronomic data alongside the established connectivity of Kubota, Kverneland and Vicon implements.



Strategic Expansion in Kverneland Group's Digital Offering for Kubota, Kverneland and Vicon Implements:

The partnership strengthens the value proposition of Kubota, Kverneland and Vicon implements. FieldView is a cloud-based agronomic platform that links the agronomic data needed for the farmer to monitor fields and farm / implement processes in real time.

Kverneland Group's FarmCentre functions as the center of machine related insights and displays real-time status updates of all connected implements (active/inactive, map location, planned/performed tasks, and notifications).

Max Bouten, Product Director at Kverneland Group Mechatronics, is very pleased with the collaboration: *"Beside the direct access to implement parameters and performance data, we see that this solution is the next step in precision farming and the utilization of agronomic data. This is a quick win for the farmers who are focusing on optimization of farming processes for the crops and sustainable use of fields."*

Kverneland Group has started the collaboration with Kverneland Group Implement distributors in Romania, Bulgaria, Ukraine, and South Africa.

Number of characters including spaces: 1610

About Kverneland Group

Kverneland Group is a leading international company developing, producing and distributing agricultural implements, electronic solutions and digital services. Productivity, efficiency, and sustainability are three important principles in today's agriculture, driving us every day to continuously develop our Agricultural Implement Technology. Kverneland Group offers an innovative range of soil and seeding equipment, forage and bale equipment, spreading, spraying, electronic solutions and digital farm services for agricultural tractors and implements. For more information on Kverneland Group, visit www.kvernelandgroup.com

About Bayer

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. At the same time, the Group aims to create value through innovation, growth, and high earning power. Bayer is committed to the principles of sustainable development, and the Bayer brand stands for trust, reliability, and quality throughout the world. In fiscal 2023, the Group employed around 100,000 people and had sales of 47.6 billion euros. R&D expenses before special items amounted to 5.8 billion euros. For more information, go to www.bayer.com

-- END --

[Download high resolution images](#)



[Image for the Press Release announcing the collaboration.](#)

Contact person:



Dr. Max Bouten
Product Director
Kverneland Group Mechatronics B.V.
Mobile : +31 682318044
Max.Bouten@kvernelandgroup.com
www.kvernelandgroup.com

Kverneland Group Mechatronics B.V. . Hoofdweg 1278 . NL-2153 LR Nieuw-Vennep . Netherlands
Chamber of Commerce: 34167591

Kverneland Group on Social Media



[Kverneland
Vicon](#)



[kvernelandgrp](#)



[Kverneland
Vicon](#)



[Kverneland Group](#)