

Laverda. A story that started way back.

- 1873** Pietro Laverda established "Ditta Pietro Laverda", the first craftsman's workshop that produced farming implements, wine-making machines and bell-tower clocks in S.Giorgio di Perlena, in the Province of Vicenza.
- 1905** Having moved to Breganze, to the place that was to remain the headquarters for more than seventy years, the Company took on an industrial character with over 100 employees. The production catered to the needs of agriculture that was just becoming aware of mechanization: manual threshing machines, straw cutters, grain fans, wine presses, corn shellers, etc.
- 1919** At the end of the First World War and with the arms industry phase having been brought to a close, activities were fully resumed with the collaboration of Pietro Laverda's sons, Giovanni and Antonio. New models were introduced amongst which the first patented hydraulic press.
- 1930** The young grandsons of the founder, Pietro Jr and G.Battista took over from Pietro Laverda Sr at the Company's helm. They were responsible for the innovative turning point in the production that was soon to make Laverda one of the most important Italian companies in the sector.



- 1934** Laverda presented the first towed mowing machine to be made in Italy, model 48 A, which was to become a great success from both the technical and sales aspects. Along with rakes and swath turners, Laverda offered a range of hay-harvesting machines that was unrivalled in Italy.
- 1938** This was the year that reaper-binder ML6 was presented, the first Italian model, forerunner of a series of machines that was to influence Italian grain cultivation for decades. It was with this machine that Laverda entered the harvesting machine sector.
- 1947** The first self-propelled mower was produced in the Breganze plant. Equipped with a wide range of implements, it was the forerunner of the modern walking tractors.
- 1956** Thanks to the extensive experience and widespread fame acquired with the reaper-binders, Laverda now designed and built the first Italian self-propelled combine harvester, the M 60 model, with which the Company began to compete on the Italian and international markets.
- 1963** This was the year in which the M 120 combine harvester was created. A highly innovative machine from both the technological and productive aspects, first of a series of models that was to obtain important sales results. By now, the Company had over 1000 employees divided amongst three production divisions.
- 1967** Laverda successfully entered the market of large forage harvesting machines with the AFC 110 self propelled mower, followed by the even larger AFC 150 model.
- 1971** Production of the M 100 AL began. This was the first combine harvester in the world to be equipped with a crosswise and longitudinal Self-levelling system.



- 1973** The Company celebrated its hundredth anniversary, emphasized by the significant slogan "Laverda: from the time the hand became machine ". This was also the year of the innovative TA 150 forage harvester, with heads able to harvest maize, forage and grain crops.
- 1975** The new combine range, with models M 92, M 112, M 132 and M 152, conquered the markets thanks to their versatile, reliable and high production features. The Company became the unrivalled leader of the Italian market and exported to over 40 countries worldwide.
- 1981** At a time of intensive development, the Company built a new plant in Breganze and started a partnership with Fiat group doomed to last 20 years. The ultra-modern production lines in this new facility spawned the M 182, the first model to be equipped with electronically controlled functions.
- 1983** Laverda proceeded by developing new models, beginning with the 3000 Series, soon to become firmly established on the market.
- 1992** Laverda proposed and developed important innovations such as the "levelling system", specifically designed for combines working on sloping ground, and the exclusive MCS (Multi Crop Separator) system for separating the product. The number of combines produced now exceeded 50,000.



- 2000** The Breganze plant was taken over by Argo SpA, the holding Company belonging to the Morra family, owner of Landini trademark and Company. The new owners forcefully relaunched Laverda's historic trademark on the market with a new range of combines, big balers and round balers.
- 2001**
- 2002** Laverda presented the new LXE Series, M Series and the new Self-levelling combine Series, plus the new range of hay-harvesting machines.
- 2003**
- 2004** Acquisition of the Fella plant and trademark. Launch of the REV Series for the 2004-2005 sales campaign.
- 2005** The year got off to a good start with a shareholding agreement with Gallignani SpA, an important manufacturer of pick-up balers: a great intuition with the purpose of developing important partnerships on an industrial scale.
- 2006** It was the year of the new LCS Laverda Crop System Series. Belonging to an intermediate segment between the already established M and REV Series, the LCS combines stand out for their versatility, all-purpose vocation and competitive productivity and cost features.
- 2007** Argo SpA officially announced the establishment of a 50% joint venture between Laverda SpA and AGCO Corporation, based in Duluth (Georgia), a major worldwide manufacturer and distributor of agricultural equipment. Laverda has been operating since 2004 in close partnership with AGCO supplying the corporation with its combines declined in the Massey Ferguson, Fendt and Challenger brands.