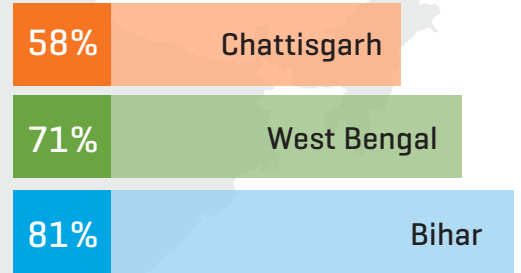


SPOTLIGHT | Tractor Manufacturers Need to Proactively Support Cash-strapped Farmers in India

34%

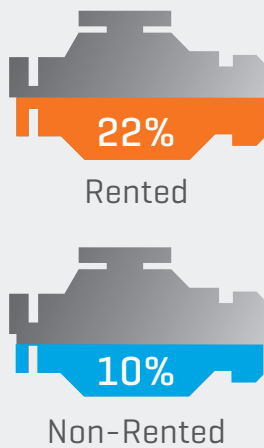
of farmers in India rent out their tractors to earn additional income

Tractor Rental Incidence by State



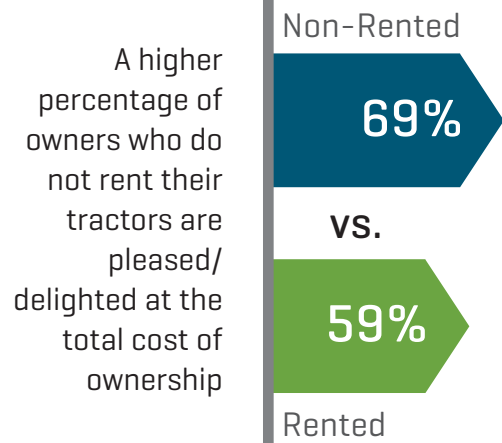
Breakdown Incidence

Breakdown rates for rented tractors are more than DOUBLE for non-rentals

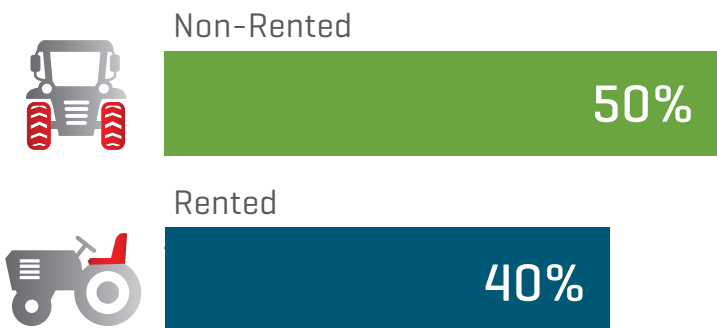


Overall Cost of Ownership

Tractor owners tend to have limited control over the proper use of their machines when renting resulting in additional costs for repairs



Brand Loyalty and Advocacy Intentions



40% of all owners who rent their machines say they 'definitely would' purchase another tractor of the same brand in future, versus 50% of owners who do not rent out their tractors