



NEWS

McCormick XTractor tour is now in Queensland

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AFTER visiting places in Victoria and New South Wales, the tour has now passed through Brisbane, and heading north through Queensland.

They will make their way to such places including Tin Can Bay, Bundaberg, Gladstone, Rockhampton, Townsville, Cairns and Mt Isa before heading over to Northern Territory.

The expedition will be fully supported by multichannel media coverage. The "docu-reality" style series involving four tractors from McCormick's latest product range will be covering 8,500 kilometres across Australia.

The journey begins in Melbourne, moving through regional Victoria and NSW, before heading north along the coast to Far North Queensland and finally arriving at Uluru (Ayers Rock).

machinery manufacturers adopts a pioneering TV format in order to meet a global audience.

McCormick will use extreme TV reality techniques to underscore the importance of technical, human and ethical values for success in an increasingly competitive world.

X tractor Around the World will show how technological excellence turns into respect for the environment and supports our natural resources thanks to Argo Tractors' experience with the EU's LIFE+ program.

X tractor Around the World will entertain by talking about the daily challenges faced by farmers and tractor technology in a way that everyone can understand.

TOPICS: FARMERS , MCCORMICK , QUEENSLAND , RURAL , **Ruralweekly**
TRACTOR , XTRACTOR

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