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INSIDE MASSEY FERGUSON A STORY OF SERVICE

DAVID WALKER



**NEW
BOOK**

In his autobiography, 'Inside Massey Ferguson – A Story of Service', former Massey Ferguson employee David Walker provides an unparalleled and incredibly vivid insight into what it was like to work in the service department of the world's largest tractor manufacturer in the 1960s, 70s and 80s.

Joining MF's service department at Coventry as a technical author in 1966, David went on to become heavily involved in all aspects of supporting the company's products, carrying out everything from writing the service manual for the articulated MF 1200 tractor to providing technical advice to its dealers, issuing service bulletins and troubleshooting 'on territory' as a regional service manager.

His assessment of the people and products that he encountered during his 21-year career with MF – some good, some occasionally not so good – forms the basis of his absorbing 284-page autobiography. During his time on the company's service helpdesk and then as a technical trouble-shooter, David accumulated a wealth of product knowledge and became familiar with MF's entire UK dealer network.

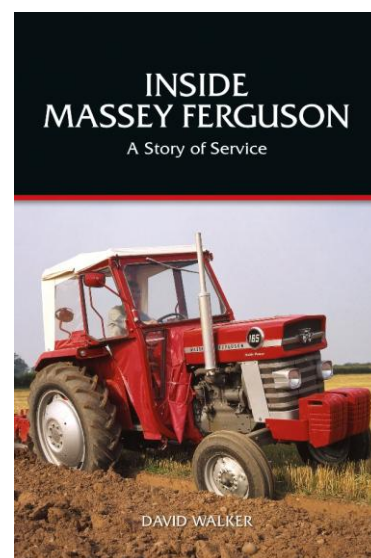
His stories of liaising with MF's dealer staff and their customers make fascinating and often humorous reading, while his recollections of helping to resolve problems, notably with the MF 1200, MF 1080 and MF 500 Series tractors of the 1970s, highlight the many challenges faced by members of the service department following the introduction of a new product.

During the later stages of his career with MF in the 1980s, David took on the role of service manager for Northern Europe, a move that brought him into contact with a different set of dealers and products, including a range of small combines produced for MF by Sampo of Finland.

As well as enthusiasts of Massey Ferguson who seek to broaden their knowledge of the company's products, its people and its operating procedures, 'Inside Massey Ferguson – A Story of Service' will also appeal to anyone who worked for the organisation or its UK dealer network during the period covered within the book.

PRODUCT INFORMATION

- **Paperback**
- **234mm (H) x 156mm (W)**
- **284 pages**
- **16 pages of mainly colour archive photographs**
- **ISBN 978-0-9567019-1-6**
- **£13.95 + £2 p&p UK; £3.50 p&p Ireland and Europe; £5 p&p Rest of World.**
- **For more information, please contact 01507 354 272**



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