

Grammer at Agritechnica 2023: How driver seats make agricultural machinery more effective, safer, and more sustainable

- *Grammer will be showcasing its OEM and aftermarket range at Agritechnica 2023 from 12 to 18 November 2023 at Booth B17 in Hall 17*
- *World first: MSG 297/2900 driver seat for “Ultimate Comfort” in agricultural machinery*
- *Also: retrofit seats, flexible and comfortable belt systems*

Grammer AG, November 10, 2023 – When Agritechnica 2023 opens its doors from November 12 to 18, Hanover will once again be the most important meeting place for agricultural professionals from all over the world. As the world’s leading supplier of off-road driver seats, Grammer will be there to present its current portfolio for agricultural machinery at Booth B17 in Hall 17. Among other things, the fully electric MSG 297/2900 driver seat will be celebrating its world premiere. Various retrofit seats will also be on display, and visitors will receive valuable information on the topics of safety through modern belt systems and sustainable value retention through spare parts and spare parts kits.

“Agritechnica has been a top event for us for many years,” explains Thomas Schleuchardt, Senior Vice President Global Sales Commercial Vehicles at Grammer. “This year, we were particularly excited to be able to present an absolute driver seat highlight to the trade audience with the brand new MSG 297/2900. As the first fully electrified off-road seat from Grammer, it brings the ‘Ultimate Comfort’ familiar from passenger cars to the agricultural machinery of our international customers. The MSG 297/2900 also offers everything that modern farmers expect from a state-of-the-art driver seat in terms of operation and digital connectivity options.”

The MSG 297/2900 OEM seat is the result of the development expertise that Grammer has gathered over decades in the agricultural sector. This experience is also reflected in the retrofit seats, of which the Maximo and Compacto model series will be presented at Agritechnica. Like the MSG 297/2900, they are equipped with an ELR belt system, as known from passenger cars. In contrast to conventional ALR systems (Automatic Locking Retractor), which “lock” the driver in the seat, the system with Emergency Locking Retractor (ELR) only closes in an

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emergency; the belt gives way during “normal” movements. This significantly improves flexibility and comfort.

However, the booth is not just about new Grammer products. Long before the topic of sustainability became as important as it is today in society, the company emphasized the importance of high-quality production and supplying customers with durable seats. Grammer still lives up to this claim today and also offers an extensive range of spare parts, which will be presented and offered at the booth at Agritechnica under the heading “Sustainable value retention”. Spare parts and spare parts kits often offer an interesting alternative to buying a new seat and guarantee the usual high standards of comfort, ergonomics, and quality.



World premiere MSG 297/2900: The fully electric driver seat supports the strenuous work of modern farmers with “Ultimate Comfort”, intuitive and simple operation and digital connectivity options.

Source: Grammer AG



As safe and comfortable as in a car: retrofit seats from Grammer rely on Emergency Locking Retractor (ELR) belt systems. The seatbelt only locks in an emergency and gives way during “normal” movements.

Source: Grammer AG



Benefits farmers and the environment: Grammer seats are designed for maximum quality and durability. Repair kits and other offers also enable sustainable value retention.

Source: Grammer AG

Company profile

Grammer AG, headquartered in Ursensollen, Germany, is active in two business segments: Grammer develops and supplies high-quality interior and operating systems as well as innovative thermoplastic components for the global automotive industry. For trucks, trains, buses, and off-road vehicles, Grammer is a full-service provider of driver and passenger seats. Currently, Grammer AG employs around 14,000 people in 19 countries worldwide, with sales of around 2.2 billion euros in 2022. Grammer shares are listed in the Prime Standard and traded on the Munich and Frankfurt stock exchanges as well as via the Xetra electronic trading system.