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GoSun enters farm machinery market with solar-powered electric tractor

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The $19,995 Moonrider combines electric power, optional solar charging and mobile energy storage as GoSun targets farmers seeking alternatives to diesel-powered equipment

The Cincinnati-based clean-energy company has launched the GoSun Moonrider, an all-electric tractor designed to provide farmers, smallholders and property owners with a lower-cost alternative to conventional diesel-powered equipment. The tractor combines a high-torque electric drivetrain with an optional integrated solar charging system, extending the company's off-grid energy proposition into agricultural machinery.

"Farmers need to cut their fuel costs. The GoSun Moonrider solar electric tractor provides a cost-effective alternative to expensive diesel tractors. Electric tractors are the future of farming," said Patrick Sherwin.

The new tractor is designed for field operations including hauling, tilling, mowing and navigating challenging terrain. Unlike internal-combustion tractors, the electric drivetrain delivers immediate low-end torque without engine lag, while eliminating diesel exhaust and reducing operating noise.

The solar component is central to GoSun's pitch. An optional high-efficiency, fold-out solar panel array can charge the tractor's onboard battery while the machine is working in the field or parked outdoors. GoSun also offers a solar charging station, allowing operators to supplement conventional grid charging and potentially increase the tractor's operating range.

For farmers, the economics could be as important as the emissions profile. Electric drivetrains have fewer moving parts than conventional engines, reducing the number of components that require routine servicing. Combined with lower fuel requirements, that could translate into lower operating and maintenance costs over the tractor's working life.

The Moonrider is priced at $19,995, putting it in a price range that GoSun says is competitive with diesel tractors. The company is positioning the machine particularly toward small farms, homesteaders and property-maintenance users, rather than as a direct replacement for every high-horsepower tractor used in large-scale commercial agriculture.

The tractor is manufactured by Moonrider in India, with GoSun and Moonrider entering into a cooperation and marketing agreement to distribute the vehicle in North America.

The Moonrider also extends the tractor's role beyond farm machinery. An optional power generator can turn the vehicle into a mobile energy source, allowing users to operate electric tools, water pumps and emergency equipment from the tractor's battery system.

That versatility reflects a broader shift in how electric agricultural equipment is being positioned. Rather than simply replacing a diesel engine with an electric motor, manufacturers are increasingly looking at farm machinery as part of a distributed energy system—one that can generate, store and supply electricity as well as perform fieldwork.

GoSun's entry comes as farmers face pressure to control input costs while reducing the environmental footprint of agricultural operations. The economics of electrification remain highly dependent on factors such as tractor size, workload, battery capacity, charging infrastructure and local electricity costs. But for smaller operations with moderate-duty requirements, the combination of electric power, solar charging and mobile energy storage could make a new category of farm equipment increasingly attractive. With the Moonrider, GoSun is betting that the next generation of agricultural machinery will not simply consume less fuel—it will increasingly draw its power from the farm's own energy ecosystem.