

Agritechnica, Hanover (Germany), 11 November 2019

SDF SETS ITS SIGHTS ON INNOVATION - PROVIDING NEW SERVICES AND DIGITAL PRODUCTS.

At the Agritechnica trade fair in Hanover, Germany, SDF presents a series of new features based on the most advanced technologies aimed at improving the productivity of agricultural activities, for all farming enterprises, individual companies and contractors.

With the new Connected Farming Systems, SDF makes it easier for farmers and contractors to get started with Agriculture 4.0 by offering a range of interconnected digital services but leaving full control over its data to the customers themselves. This proposal is split into three areas: using the tractor and combine harvester, inter-communication between the tractor/combine harvester and the equipment, data acquisition and management: this is then controlled directly by the agricultural vehicle using either desktop software or through the new myDEUTZ-FAHR and mySAME customer App.

New Connected Farming Systems include SDF Guidance, SDF Fleet Management, SDF Data Management and other tools that will work in synergy with the new iMonitor, exploiting Isobus and TIM connections to optimize performance not only of the group's tractors and combine harvesters but also the combined work of the tractor and equipment, up to and including the management of multi-brand fleets. With this in mind, SDF has also confirmed its commitment to the Agrirouter platform and has partnered with Pessl Instruments, a leader in technology for professional use of meteorological data.

The new products and services confirm the central role of innovation that SDF has to offer; carrying forward the internal development of cutting-edge key components such as the FARMotion engine (presented at Agritechnica in Stage V), the latest CVT transmission, the award-winning technologies ActiveDrive and ActiveSteer for the axles of specialized tractors and the MaxiCom multifunction armrest.



Farming Technology. Since 1927.

About SDF:

SDF, whose main headquarters is in Treviglio (BG), is one of the world's leading manufacturers of tractors, harvesters and diesel engines. Its products are distributed under the brands SAME, DEUTZ-FAHR, Lamborghini Trattori, Hürlimann and Grégoire. The tractor range is offered with powers from 25 to 336 HP, while the harvester range comes with powers up to 395 HP.

SDF has 8 production plants, 12 commercial branches, 2 joint ventures, 155 importers and over 3,100 dealers worldwide and a global workforce of more than 4,200 employees. In 2018, the company recorded a revenue of €1,373 million, with an EBITDA of 9%.

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