

*Treviglio (BG), 19 October 2020*

## **The SDF Historical Archive launches a new website celebrating the history of the brands of the company**

Since its inception in 2004, the Historical Archive has added significantly to its collection of historical documents relative to the SAME, DEUTZ-FAHR, Lamborghini Trattori, Hürlimann, and Grégoire brands, and multiplied its initiatives to celebrate the entrepreneurial culture and heritage of the group targeting both employees and the general public.

On-line from October 15, boasting all-new graphic design and content and available in three languages (English, Italian and German), the revised website aims to increase the involvement of users of the site itself in the activities of the Historical Archive and Museum, with new sections and additional features and functions for existing sections.

To improve the user experience of visitors to the website, an attractive new interface has been created, in which the most frequently browsed categories of document, technical publications and drawings, photos, advertisements and movie clips are already clearly indicated and accessible from the home page.

Constant additions to the existing collection mean that new dossiers and digitalised documents will be viewable every month. Specifically, the SDF Historical Archive already offers access to over 5000 use and maintenance manuals, workshop manuals and spare parts catalogues relative to the brands of the group in digitalised format (dating from the 1940s to 2009), which can be purchased online by anyone intending to restore or repair a tractor, or who simply wants to know more about their machine.

Given the large numbers of visitors coming to the Treviglio and Lauingen plants every year - which reached over 20,000 in 2019 - the site naturally also includes a section dedicated to company tours of the SAME and DEUTZ-FAHR production sites and the respective museums.

Another important new addition to the site is a specific section for collectors and enthusiasts of the SAME brand, where anyone intending to restore a tractor can request for and receive information of historical information contained in the documentation in the archives. In future, this section should also include photos submitted by Same enthusiasts engaged in their own restoration projects.

The new site also includes an area relative to educational projects for schools and universities created to raise awareness among younger generation, through the use of material from the archives, of the history of an industrial sector that plays a fundamental role in Italy's economy.



Farming Technology. Since 1927.

Of course, the new site will also be linked to social media channels, namely the SDF Group's YouTube and Instagram (@museoarchivosame) profiles, which are used to showcase and promote the heritage preserved by the Historical Archive.

## **About the SAME and DEUTZ-FAHR museums and the SDF Historical Archive**

The SAME Museum in Treviglio (Bergamo – Italy) takes visitors on a journey of discovery through the history and evolution of mechanised agriculture in Italy and Europe. Of the more than thirty exhibits on show - with tractors, engines and mechanical components - the most significant is the Trattoria Cassani 40 CV model of 1927, one of the world's first diesel-powered tractor.

The DEUTZ-FAHR Museum in Lauingen (Bavaria – Germany) boasts a collection of tractors, combine harvesters, engines and components of particular importance in the technological evolution and commercial success of the brand dating from 1910 to the 2000s.

The SDF Historical Archive is home to over 40,000 catalogued documents and 260,000 technical drawings. The documentation includes: a comprehensive photograph collection, a specialised library, technical publications and advertising material, company financial reports and other historical documents relative to the company and the brands of the SDF group.

## **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 offers outputs of between 25 and 336 HP, while the harvester range goes up to 395 HP.

SDF has 8 production plants, 12 commercial branches, 2 joint ventures, 155 importers and more than 3,100 dealers worldwide, and a workforce of more than 3,800 employees. In 2019, the company recorded a turnover of €1.268 billion, with an EBITDA of 8.7%.

[www.sdfgroup.com](http://www.sdfgroup.com)

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