

Treviglio (BG), December 18<sup>th</sup> 2020

**SDF launches SDF Store**  
*the official e-commerce site created for its clients*

SDF launches the "SDF Store" official e-commerce website ([www.sdfstore.it](http://www.sdfstore.it)), a new platform where clients can purchase original spare parts for SAME, DEUTZ-FAHR, Lamborghini Trattori and Hürlimann branded machines online.

This is the first initiative by a constructor of agricultural machinery allowing the public to purchase spare parts directly via a digital channel. The store offers many advantages for customers, among which a function for identifying exactly the right spare parts needed for their tractors by entering the serial number or searching by specific model. What's more, spare parts can be ordered 24 hours a day, 7 days a week, even from a smartphone, and shipped directly to your home address, so you no longer have to take time out of your busy working day to pick them up.

SDF Store offers the peace of mind of the superior quality of original spare parts, assured by the engineers of the group's research and development division, who dedicate over 250,000 man hours per year to validating, bench-testing engines and transmissions and field-testing prototypes. The result is the certainty for the end customer that their tractor will keep on working reliably and at peak performance throughout its entire life cycle.

A number of promotional initiatives will be held throughout the year to publicise and encourage usage of the new digital channel.

The store will also include an outlet area with particularly advantageous promotional offers on spare parts for less recent tractors. The same promotions will also be available at SDF dealers, where customers can benefit in person from the expertise of highly trained and specialised technical staff.

The range of spare parts available consists primarily of products for the simplest and most common maintenance and repair procedures that owners can do themselves.

The Italian version of the new website ([www.sdfstore.it](http://www.sdfstore.it)) is already up and running, while specific versions will soon go online in other European markets such as France, Germany, Spain, Portugal and Poland.

*"Through this new online platform, the first of its kind in the agricultural world," said spare parts business unit director Alberto Perfetto "SDF demonstrates once again the spirit of innovation that has distinguished the brands of the group since way back in 1927, the year in which Francesco and Eugenio Cassani laid the foundations for the birth of the company. We have developed a platform centred on the needs of our end customers and which gives them the opportunity to save time while ensuring the reliability and performance of their machines throughout their entire life cycle by choosing the extremely high quality of original spare parts. This entire initiative is conducted in concert with the SDF dealer network, which remains the channel recommended by SDF for ensuring highly specialised technical aftersales support."*



SDF Store is the latest initiative in a much broader strategy which offers a host of technologically advanced products and services, from systems for managing the business activities of a farm to autonomous driving hardware for tractors and the mySAME and myDEUTZ-FAHR apps, which let customers access the world of SDF products and services from a smartphone.

## **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)