

*Treviglio, 12<sup>nd</sup> march 2021*

**SDF is announcing that will not attend international fairs in 2021.**

The events of the last year are deeply influencing the work and social life of each of us. Protecting people's health and safety is, now more than ever, of crucial importance. This is the main reason leading SDF to declare that it will not participate in the EIMA and Agritechnica in 2021.

This decision was taken after a deep analysis of the pandemic situation in Europe; despite the control measures and the vaccination campaign worldwide, the future scenario is very uncertain. SDF has prioritised the safety of its employees, dealers and customers from the beginning of the pandemic in 2020.

Consistent with the current scenario and focused on safety, SDF has decided not to participate in EIMA and Agritechnica in 2021 and more generally in trade fairs across Europe.

“Safety has been our priority since the beginning and accordingly, we took the difficult decision to not participate international fairs” declared Massimiliano Tripodi, SDF Marketing & Communication Executive Director “We are facing a new era in business relationships where new technologies give us opportunities to get in direct contact with customers overcoming physical distances.”

SDF will continue to invest strongly in digital and marketing communication in order to showcase new products and services and interacting with its customers and all agricultural stakeholder throughout the year.

The company is monitoring the evolution of the pandemic in each country, looking forward to the time when this will be over and we will be able to personally welcome again our customers and dealers.

**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)