

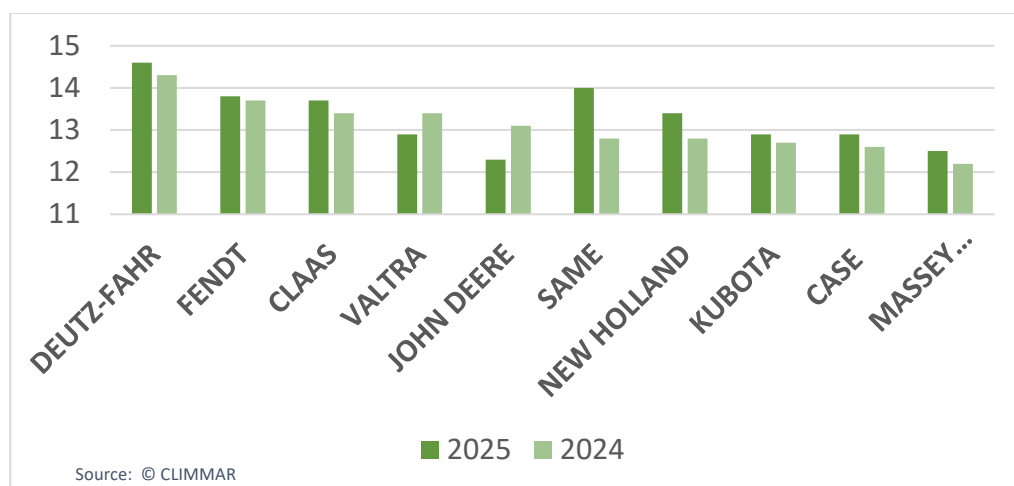


Treviglio (BG), 2 April 2026

**DEUTZ-FAHR: the network expands under the banner of leadership  
World premiere of the new DEUTZ-FAHR dealer brand identity at  
the Maier dealership in Collepepe (PG)**

The opening of the Maier Group's premises in Collepepe represents concrete confirmation of the strategy recognised by dealers in the DSI 2025 (Dealer Satisfaction Index). DEUTZ-FAHR's recognition as the top-ranked brand is confirmed by a long-standing partner with over 40 years of association, who has invested in a new 8,000 m<sup>2</sup> premises to implement the brand's new visual identity for the first time anywhere in the world. This demonstrates that the trust reflected in the statistics translates into real, modern infrastructure available to the sales network and customers.

The results of the DSI 2025, announced by CLIMMAR at AGRITECH-NICA, confirm DEUTZ-FAHR as the brand most highly rated by European dealers. In a period of steady growth that has seen the brand rise from third place to the top spot over the last four years, DEUTZ-FAHR has outperformed the average of its competitors, thanks above all to its high scores in the Marketing and Manufacturer-dealer relations categories.



This result is a testament to DEUTZ-FAHR's strategy, which is based on collaboration, transparency and practical support for its commercial partners, in a market context where many manufacturers are streamlining their distribution networks. Being a DEUTZ-FAHR dealer means being able to rely on a solid and constructive relationship, characterised



by operational flexibility and a pragmatic approach aimed at simplifying the day-to-day work of the network.

“This success is the result of a constant commitment to developing high-quality products designed to meet the market's needs in a practical way. It confirms that a solid and ongoing partnership with our dealer network, combined with a keen ear for their needs, is a fundamental strategic element in steering the future of agriculture towards ever-higher levels of innovation and efficiency,” said Alessandro Maritano, Chief Commercial Officer at SDF.

The MAIER Group's new opening in Collepepe, which took place on 1 March 2026, is tangible proof of the strength of this network. A DEUTZ-FAHR partner since 1983, the MAIER Group has invested in an 8,000-square-metre facility (1,600 square metres of which are covered), which is not merely a logistical expansion but a true manifestation of the brand's vision.

The Collepepe site holds a world first: it is the first to have fully adopted DEUTZ-FAHR's new brand identity.

The design of the new business layout includes a modern showroom, a state-of-the-art parts warehouse and a specialist workshop.

“This project confirms the soundness of the path DEUTZ-FAHR has taken in recent years, based on clear and simple processes, practical support for the dealer network and a vision shared with dealers,” said Mirco Romagnoli, SDF's Group Director of Marketing & Communication. “In a constantly evolving market environment, our aim is to continue building relationships based on transparency, expertise and mutual value, enabling dealers to operate effectively and tackle future challenges with increasingly advanced tools, whilst ensuring the highest standards of end-customer satisfaction.”

While the DSI certifies the quality of the professional relationship between the brand and the network, companies like the MAIER Group make this value tangible, ensuring that DEUTZ-FAHR tractor technology reaches the end customer with the highest standards of support and professionalism.

#### **About the Dealer Satisfaction Index (DSI)**



The DSI is an annual survey conducted by CLIMMAR and provides an accurate assessment of the relationship between manufacturers and dealers. The 2025 survey, conducted between 2 April and 28 May, consisted of 73 questions and involved dealers from 10 European countries.

For further information, visit [DEUTZ-FAHR.com](https://www.DEUTZ-FAHR.com)

**About DEUTZ-FAHR**

DEUTZ-FAHR is a leading German brand operating at the vanguard of high technology for agriculture, with its evolving series of tractors. Its production presents a powerful idea of what new agriculture is becoming. In its luxurious design thinking, our production relies heavily on internal collaborative efforts. DEUTZ-FAHR stands for tractors and agricultural machines of proven quality and performance. The heart of DEUTZ-FAHR is based in Lauingen (Germany), where the high-performance tractors ranging from 120 to 340 HP are manufactured in Europe's most modern tractor production plant to fulfil the needs of farmers worldwide.

[www.DEUTZ-FAHR.com](https://www.DEUTZ-FAHR.com)

**SDF**

SDF is an Italian multinational company based in Treviglio (Bergamo, Italy), among the world leaders in the production of tractors, agricultural harvesting machines and diesel engines. SDF distributes its products under the brands DEUTZ-FAHR, SAME, Grégoire, VitiBot and Hürlimann. The tractor line-up covers a power range from 25 to 340 hp, while the harvesting machine range goes up to 260 hp. In nearly a century of history, SDF has contributed significantly to the mechanization of the agricultural sector, leading a successful international expansion path and being a driver of the digital transformation of agriculture. Today SDF produces "smart tractors" designed for increasing operational efficiency and productivity. SDF can rely on 8 production sites, 16 sales subsidiaries, 2 joint venture, 155 importers and over 3,100 dealers and it employs more than 4,150 people worldwide. In 2024, the Company recorded revenues of 1,638 million euros and an EBITDA of 11.5%.

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