

PRESS RELEASE**DEUTZ-FAHR 7250 TTV AGROTRON WINS
THE RED DOT PRODUCT DESIGN AWARD 2013**

Treviglio, 12th March 2013; DEUTZ-FAHR's multi award-winning 7250 TTV Agrotron has added the coveted "Red Dot Product Design Award" to its haul of prizes.

The Red Dot Design Award is considered to be one of the world's most prestigious awards for design and has been awarded by the Design Zentrum Nordrhein Westfalen in Essen, Germany since its conception in 1955. Every year the Red Dot Design Award has more than 11,000 submissions from 61 countries and prize-winners include companies such as Apple, BMW and Bose.

With its elaborate and innovative design, the DEUTZ-FAHR 7250 TTV Agrotron has been successful in competing against 1,865 other manufacturers, designers and architects from 54 countries.

The new 7 Series tractors prove not to be just efficient, powerful and reliable machines that draw on the latest technology, but also a design in which there has been painstaking consideration to styling born out of the collaboration with Giugiaro Design, a division of Italdesign Giugiaro which continues to win international acclaim for its work in the field of automotive design.

A winning design is not just about a striking appearance though, it also envelops details such as intelligent ergonomics, use of high quality materials and attention to operator comfort and safety.

Following on from the prestigious "Tractor of the Year 2013" and "Golden Tractor for Design" awards picked up last November at the EIMA International exhibition in Bologna, the 7250 TTV Agrotron has added to its list of accolades with yet another important award.

About SDF

Based in Treviglio, Bergamo (northern Italy), the SAME DEUTZ-FAHR (SDF) group is one of the world's leading makers of tractors, combine harvesters, agricultural machinery and engines. SDF products are manufactured and marketed worldwide under the SAME, DEUTZ-FAHR, LAMBORGHINI Tractors, LAMBORGHINI GREEN PRO, HÜRLIMANN and GRÉGOIRE brands.

Tractors range from 23 up to 270 horsepower, and combine harvesters from 100 up to 395.

In 2011, SDF employed some 2850 people worldwide and recorded sales turnover of € 1,115 million, generating a profit of € 62 million (EBIT).

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