

PRESS RELEASE

NEW SUBSIDIARY SITE AND TRAINING CENTER IN FRANCE

Châteaubernard (Cognac), September 13th, 2013; On Wednesday, 11th September the inauguration of the new site of SAME DEUTZ-FAHR France and the Academy center took place in Cognac, France. This transfer of activity from the Senlis premises to the Cognac site is meant to consolidate the Group operations related to tractors, harvesters, implements and grape and olives care's machineries market. It is also conceived to meet the technical training needs of SAME DEUTZ-FAHR's network of dealers in France and of its in-company personnel.

The new premises, established next to the Grégoire grape and harvesters and vineyard sprayers production plant, encompass the offices and the Academy center of 1.300m², that will welcome over 800 trainees every year.

The new structure was illustrated to the distribution network together with the company strategy in France by Patrick Verheecke, SAME DEUTZ-FAHR France CEO, with the presence of Group Chairman Vittorio Carozza, Lodovico Bussolati, SAME DEUTZ-FAHR CEO, and Franco Artoni, Sales, Marketing & After-Sales Executive Director.

Patrick Verheecke especially underlined the role of the new SAME DEUTZ-FAHR Academy, "to give to dealer network the means to better advice and service the more and more demanding world of farmers and give them the possibility to get acquainted with our increasing product technology".

The official opening gave the opportunity of the presentation of the new DEUTZ-FAHR four cylinders Series 6 offering highest level in terms of technological solutions, fuel consumption, operating efficiency and user friendliness.

Information on SAME DEUTZ-FAHR

SAME DEUTZ-FAHR, with headquarters in Treviglio (BG), Italy, is one of the world's main manufacturers of tractors, harvesters, agricultural machinery and engines. Its products are sold under the brands DEUTZ-FAHR, SAME, Lamborghini Trattori, Hürlimann, Grégoire and Lamborghini Green Pro. The tractor range covers a power span from 23hp to 270hp and the combine harvester range from 100hp to 395hp.

Globally, SAME DEUTZ-FAHR has seven production sites, 12 commercial branches, three joint ventures and trade agreements, 141 importers, over 3,000 dealers and employs more than 3,100 people. In 2012 the Group recorded revenue of 1,188 million Euros with a net income of 6.1%.

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Information for the press

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