

PRESS RELEASE

SAME DEUTZ-FAHR: commercial reorganization at European level.

Treviglio, 31st January 2014

In light of the steady international growth of the Group, both at distribution and production level, SAME DEUTZ-FAHR has decided to introduce a new Commercial Direction for Europe, with each European area of responsibility becoming part of the new structure.

The new role of Commercial Executive Director Europe is entrusted to Rainer Morgenstern, directly reporting to the Group CEO, Lodovico Bussolati.

“It’s for me a honour – comments Rainer Morgenstern – for having been chosen to hold such a position, in particular in this phase in which we are reaping the benefits of a complete and renovated product range, which in turn, enables us to satisfy the needs of each European customer”.

“This commercial reorganization – comments Lodovico Bussolati, Chief Executive Officer of SAME DEUTZ-FAHR – allows us to manage the growth of the Group, taking the opportunities created by a new product line up and by the strengthening of our brands”.

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 440hp and the combine harvester range from 100hp to 395hp.

Globally, SAME DEUTZ-FAHR has seven production sites, 13 commercial branches, 1 joint venture, 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 an EBIT of 6.1%.

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Information for the press

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