



## PRESS RELEASE

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### KEYWORDS:

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### **Lamborghini Nitro wins the Red Dot Product Design Award 2014.**

Lamborghini Trattori enriches its medal collection with the *Red Dot Product Design Award 2014*, won by the Lamborghini Nitro. This is on top of the *Golden Tractor for the Design 2014* award, again for the Lamborghini Nitro, won last November during the Hanover Agritechnica fair in Germany.

The *Red Dot Design Award*, considered one of the most important design awards in the world, has been awarded for the excellent quality of design and manufacture of products since 1955.

This recognition confirms Lamborghini Nitro as the perfect combination of innovation and performance in agriculture. This is a range of mid-power tractors with modern design, developed together with Giugiaro Design and built with superlative attention to detail and cutting-edge technological solutions; elements which give rise to an inimitable style, conceived for those who also want to stand out from the crowd when at work in the field.

“Winning the *Red Dot Product Design Award 2014* is reason for great satisfaction for our Group – said Lodovico Bussolati, CEO of SAME DEUTZ-FAHR – and receiving such a prestigious award for the second consecutive year, following the success in 2013 with the DEUTZ-FAHR 7250 TTV Agrottron, represents the best recognition of the Research and Development efforts in design in recent years”.

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#### **Lamborghini Trattori**

Lamborghini tractors combine a bold personality with superior performance and exclusive design.

[www.lamborghini-tractors.com](http://www.lamborghini-tractors.com)

[www.facebook.com/LamborghiniTrattori](https://www.facebook.com/LamborghiniTrattori)

[www.youtube.com/user/LamborghiniTrattori](https://www.youtube.com/user/LamborghiniTrattori)

#### **About SAME DEUTZ-FAHR**

SAME DEUTZ-FAHR, with headquarters in Treviglio (Bergamo), Italy, is one of the world's leading manufacturers of tractors, harvesters and diesel engines. Its products are distributed under the brands DEUTZ-FAHR, SAME, Lamborghini Trattori, Hürlimann, Grégoire and Lamborghini Green Pro. The tractor range comes with powers from 23 to 270 HP and harvesters range from 100 to 395 HP.



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SAME DEUTZ-FAHR has 7 production plants, 13 commercial branches, 1 joint venture, 141 importers and over 3,000 dealers worldwide and a global workforce of over 3,100 employees. In 2012, the Group recorded a turnover of 1,188 million Euros, with an EBIT of 6.1%.

[www.samedeutz-fahr.com](http://www.samedeutz-fahr.com)