



PRESS RELEASE

SAME DEUTZ-FAHR
Communication Dept.
Tel. +39 0363 421 778
press.headquarters@sdfgroup.com

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DEUTZ-FAHR 7250 TTV AGROTRON WINS THE 2014 COMPASSO D'ORO

The DEUTZ-FAHR 7250 TTV Agrotron has won the 2014 Compasso D'Oro, one of the most prestigious design awards in the world.

The Compasso d'Oro has been awarded since 1954 in order to highlight the value and quality of products with a distinctive design. For 50 years the award has been organised by ADI, *Associazione per il Disegno Industriale - Association for Industrial Design*.

The DEUTZ-FAHR 7250 TTV Agrotron tractor was selected by the international jury of the 23rd Compasso d'Oro from over 270 products, once again, confirmation that DEUTZ-FAHR is at the forefront in terms of technological content and, at the same time, focusing on functionality, efficiency and the unique styling of the 7250 TTV by Giugiaro Design.

The DEUTZ-FAHR 7 Series adds to its medal collection with this important achievement alongside the other prestigious international awards, such as Tractor of the Year, Good Design and Red Dot Product Design Award. This award further demonstrates the commitment of SAME DEUTZ-FAHR to Research and Development in the field of design, as well as confirming the important collaboration with prestigious partners such as Giugiaro Design.

DEUTZ-FAHR is technological excellence at the highest level, a range characterised by productivity, from tractors to combine harvesters and equipment.

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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.

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 2013, the company recorded a turnover of 1,212 million Euros, with an EBIT of 6.9%.

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