

*Treviglio, 21 November 2016*

### **EIMA 2016: a host of exciting new developments for SDF.**

During the EIMA international trade fair that took place in Bologna from 9 to 13 November 2016, SDF exhibited its key products and introduced the main new products developed under the brands SAME, DEUTZ-FAHR, Grégoire and Lamborghini Trattori. The SDF stand had been fully updated for the occasion and included a covered area measuring almost 3,000 square metres and a 1,500 square metre external test area.

At the event, SAME confirmed its leading position in the midrange and specialised tractor sector.

The Explorer, the most iconic SAME tractor since 1983, has been newly overhauled with 7 new models which all comply with Tier 4 final emission standards. Offering a host of configuration possibilities, these machines allow farmers to create the perfect tractor to meet their specific requirements. The Explorer is equipped with the new Farmotion engine. Designed and developed by SDF exclusively for agricultural use, this model is fitted with one of the simplest and most effective after-treatment systems on the market. Boasting industry-leading comfort and handling, the new SAME Frutteto V/S/F range of machines really stand out, with an innovative look, an extremely wide range of applications and the new Stage 3B-compliant Farmotion engine. The Frutteto S/V ActiveDrive has also been updated, with unique technology provided by the independent-front wheel suspension system - this machine was awarded the Best of Specialised prize at the Tractor of the Year 2016 ceremony. Several other models were also introduced including the Frutteto F, a robust and versatile tractor, the Frutteto S, perfect for use in tight spaces and for manoeuvring at the end of rows, and the Frutteto V, the specialist narrow tractor par excellence, designed specifically for use in vineyards with reduced space between rows.

In the crawler category, SAME unveiled the long-awaited Krypton<sup>3</sup> F with rubber "ComfortTrack", which reduces noise and vibration for increased on-board comfort.

SAME and Grégoire also presented the "Connected Vineyard" project at the event, an initiative designed to facilitate and improve vineyard management using a cloud platform



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integrated with drones - some of the most advanced precision farming technology on the market.

Having unveiled the new 6 and 7 Series ranges in Dresden in July this year, DEUTZ-FAHR used EIMA to introduce a number of other important changes to the Group's product offering, designed to bring both tractors and combine harvesters in line with Tier 4 final emission standards.

The new 5 Series was designed for farmers who want a compact and versatile tractor that offers superb comfort in the field, on the farm and on the road. The new 5G Tier 4 final Series of machines offers models from 75 to 116 hp and is characterised by extreme configurability and versatility.

In the combine harvester sector, DEUTZ-FAHR has continued to extend the Group's product range into the new season, adding the new Extra Balance machines. The C9000 TSXB and the C7000 TSXB hillside combines are equipped with a levelling device which acts on the front axle - courtesy of the rear lift system; this technology can compensate for uphill gradients of up to 28%.

At EIMA, DEUTZ-FAHR also presented the new 5DS Series orchard and vineyard tractor with Stage 3B engine, along with three key machines for global markets: the C5000 combine, the 3E Series range and the Agrotac 115.6 Turbo, all of which are equipped with Stage 3A engines.

As ever, Lamborghini Trattori stood out from the crowd, with the brand's unique combination of design and technology. The new Strike Tier 4 final and the Spire Stage 3B range for orchards and vineyards boast an extremely original design, along with distinctive black and white livery and powerful profile, which combine to create a unique, exciting look.

EIMA International 2016 also provided SDF with the perfect opportunity to announce two major new agreements, designed to foster the expansion and improvement of after-sales services and products.

The agreement with Kramp Group, which has been extended to 2021, sees SAME supplying SDF dealers and importers with more than 500,000 spare parts and accessories for the agricultural sector, in addition to the original spare parts supplied directly by SDF. The project will also focus on the development and distribution of merchandising materials for commercial brands, and on the development of Agricenter sales points.



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Additionally, an announcement revealed that SDF has signed a letter of intent with Topcon that establishes a partnership to strengthen the position of both companies in the agricultural mechanisation and precision farming sectors - two areas of development which are proving to be increasingly instrumental in improving productivity and efficiency of agricultural vehicles. These growing markets also represent a host of new opportunities in the Farming 4.0 era.

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#### **About SDF**

SDF, with Italian headquarters in Treviglio (Bergamo), is one of the leading manufacturers of tractors, combine harvesters and harvesting machinery. It distributes its products with the brand names DEUTZ-FAHR, SAME, Lamborghini Trattori, Hürlimann, Grégoire, Lamborghini Green Pro and Shu-He. The tractors range from 23 to 340 hp, while the harvesting machinery ranges from 32 to 395 hp.

Throughout the world SDF has 8 production sites, 13 commercial branches, 2 joint ventures, 141 importers and over 3,000 dealers, with over 4,100 employees worldwide. In 2015 the company recorded revenue of € 1,390 million and an EBITDA of 9%.

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