



PRESS RELEASE

DEUTZ-FAHR LAND: building the future.

SAME DEUTZ-FAHR presented a new project during the Agritechnica in Hannover (Germany): DEUTZ-FAHR LAND. An initiative for future tractor production, but will also offer customers and Company staff, test areas, a welcome center and training at the highest levels.

The project includes the realization of a new plant covering 40,000 m² in an “L-Shape”, linked to the current plant of Lauingen in Bayern (Germany), oriented to the modern criteria of “Lean Production” and to the highest standards in terms of safety, efficiency and consideration for the environment. A plant that will be able to boost the production capacity in Germany to 16,000 tractors/year across two shift patterns.

Strategic elements of the project will incorporate a new drive test area for our Research & Development Department, and for our customers, new areas dedicated to the training center, showroom, museum, historical archive and shop.

The building of the new industrial plant will start during the first semester of 2014 and is planned to be completed in three years.

“With the inauguration of this new project – affirms Lodovico Bussolati CEO of SAME DEUTZ-FAHR – we intend to consolidate and strengthen the development of the DEUTZ-FAHR brand and its product range. Through DEUTZ-FAHR LAND the Group sets the ground work for future challenges, offering its customers the value of a plant in line with the most modern standards in terms of productive efficiency and a place to fully experience the world of DEUTZ-FAHR.”

With DEUTZ-FAHR LAND the Group is positioning itself for all future scenarios. Innovation finds its own place.

DEUTZ-FAHR

It stands for technological excellence, making the most of productivity with products ranging from tractors to combine harvesters and implements.

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Information on SAME DEUTZ-FAHR

SAME DEUTZ-FAHR, with headquarters in Treviso (BG), Italy, is one of the world's main manufacturers of tractors, harvesters, agricultural machinery and diesel 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 an EBIT of 6.1%.

www.samedeutz-fahr.com

Information for the press

Communication & Global Product Dept.

Tel. +39 0363 421 778

press.headquarters@sdfgroup.com