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DEUTZ-FAHR ARENA: Welcome at DEUTZ-FAHR! New customer centre completed.

From June, the DEUTZ-FAHR ARENA will provide farmers and contractors with a special brand experience at DEUTZ-FAHR - Lauingen: in a record time of only 10 months, a completely new customer centre was built on over 3,800 square meters of floor area, allowing interested customers to explore the DEUTZ-FAHR brand in detail.

“With the DEUTZ-FAHR ARENA, we have a completely new approach to addressing our customers here at the Lauingen site,” Rainer Morgenstern, Commercial Executive Director Europe and spokesman of the SDF management in Germany, explains the concept. “I am deeply convinced that customers who invest their hard earned money, and more, want to see and experience how their tractors are manufactured at DEUTZ-FAHR. The aim is to deepen and strengthen the customers’ brand loyalty in the long term by inviting them to the roll-out of their tractor at the factory,” Morgenstern continues.

The entire complex has an enclosed space of 38,000 cubic meters. The two-story building houses an exhibition hall, the DEUTZ-FAHR Museum, a cinema, a DEUTZ-FAHR merchandising shop, a cafeteria as well as conference and training rooms. In addition to this, on a spacious test track visitors will be able to test and get to know the high-tech tractors from Lauingen. Future customers were also considered: a special children’s area is provided for young visitors.

But the new building focuses not only on customer loyalty, but also on specific tasks for training the European dealer network. The newly integrated training centre for service and sales training courses will be able to educate around 3,000 dealers and importers every year during an ongoing operation.

The presentation of the traditional brand values of DEUTZ-FAHR was also included in the planning of the Arena. A dedicated museum shows all milestones of company history, starting from the first series-produced DEUTZ tractor, the MTH 222 from 1927, on to the Deutz Eleven from the 1930s, which started mass mechanisation of agriculture, as well as the famous postwar models from the D Series. The 05 and 06 Series and the first DX and Agro models also have a space in the 600 square meter museum. The permanent exhibition is completed by two Intrac models and an Actor combine harvester. In the

multimedia corner, interested visitors can browse the film and video archive of the brand and watch the best films.

“Visually, the DEUTZ-FAHR ARENA is adapted to the design of the new tractor factory. Both building complexes represent the DEUTZ-FAHR brand core value “high-tech made in Germany” in an excellent way,” Rainer Morgenstern reports. “Furthermore, the new infrastructure with its modern presentation and conference facility, as well as the integrated cafeteria with 120 seats, offers new possibilities for welcoming customers and guests with a pleasant and interesting atmosphere. We are expecting around 10,000 visitors per year.” Morgenstern concludes.

DEUTZ-FAHR ARENA in 5 points:

- New customer centre for Europe in Lauingen
- 38,000 m³ enclosed space, 3,800 m² floor space
- DEUTZ-FAHR Museum, exhibition hall with over 1,100 m² floor space for the current tractor and combine harvester range, catering area, cinema, children’s area, training rooms, business lounge
- 10,000 visitors expected per year
- Around 3,000 dealers and importers trained per year

DEUTZ-FAHR stands for technological top performance at the highest level: a brand focused on productivity, from tractors and combines to a variety of working implements and equipment.

www.deutz-fahr.com

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About the group SDF:

SDF, with Italian headquarters in Treviglio (Bergamo), is one of the leading manufacturers of tractors, harvesting machinery and diesel engines. SDF distributes its products with the brand names SAME, DEUTZ-FAHR, Lamborghini Trattori, Hürlimann, Grégoire and Shu-He. The tractors range from 23 to 336 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, 143 importers and over 3,000 dealers, with over 4,100 employees worldwide. In 2016 the company recorded a revenue of € 1,366 million and an EBITDA of 9%.

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