



PRESS RELEASE

DEUTZ-FAHR Series 6 and MaxiVision cab win the German Design Award 2014

Frankfurt am Main, 22nd October 2013; DEUTZ-FAHR wins the German Design Award 2014 in the category of transportation and public space with "DEUTZ-FAHR Series 6 Agrottron TTV" and "MaxiVision Cab".

The German Design Award is an international prize which aims at enhancing the standing of designers and companies. This award goes every year to special products or communication designs and aims at identifying, presenting and honouring unique design trends.

DEUTZ-FAHR Series 6 represents the intelligent use of technology: maximum efficiency to boost productivity, minimal fuel consumption and emissions in line with the most rigorous standards. The widest choice for those looking for performance of the highest level in the mid-high power segment.

The MaxiVision cab is the new benchmark in terms of comfort and ergonomic design: the multifunction armrest, the high-quality materials and the spaciousness of this cab create an inviting and comfortable working environment, where Giugiaro Design has put its distinctive stamp.

It is a special honour for DEUTZ-FAHR to have won this prize, mainly because DEUTZ-FAHR is the first winner in the tractors segment. The prize does not go only to top-quality products and projects from product and communication design, but also to products that stand out for their functionality and ergonomics.

The German Design Council celebrates in 2014 its 60th Anniversary: DEUTZ-FAHR winning the German Design Award means being part of 60 years of excellent design culture.

DEUTZ-FAHR

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

www.deutz-fahr.com

www.facebook.com/DeutzFahr

<http://www.youtube.com/user/deutzfahrvideo>

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 and Global Product Dept.

Press.headquarters@sdfgroup.com

Tel. +39 0363 421 778