



## PRESS RELEASE

### Lamborghini Trattori wins the “Golden Tractor for Design”

*Hanover, 11 November 2013;* The Lamborghini Nitro tractor has received the 2014 “Golden Tractor for Design” award, the prestigious international accolade granted by a panel of journalists specialised in agricultural machinery.

The prize is awarded each year by the “Tractor of the Year” panel, which represents over twenty publications from all over Europe. Specifically, the Golden Tractor for Design award acknowledges the best solutions from the agricultural world to improve style and ergonomics.

The Nitro, which was officially introduced at the SIMA show this February, represents Lamborghini Trattori's vision of the perfect fusion between innovation and performance in an agricultural machine. This is a range of mid-power tractors with modern styling defined together with Giugiaro Design and built with superlative attention to detail and cutting-edge technological solutions: elements which give rise to an inimitable style, conceived for those who want to stand out from the crowd when at work in the field.

The prize giving ceremony for the “Golden Tractor for Design” award was held on 10 November at the international Agritechnica show in Hanover (Germany). “This accolade earned by Lamborghini Trattori is cause for great satisfaction,” said SAME DEUTZ-FAHR CEO Lodovico Bussolati. “We won the Tractor of the Year 2013 award last year for the DEUTZ-FAHR 7250 TTV Agrottron and there could be no better reward to our commitment to Research and Development in recent years than winning such a prestigious prize two years in a row.”

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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, 12 commercial branches, 3 joint ventures and commercial agreements, 141 importers and over 3,000 dealers worldwide and has a global workforce of over 3,100 employees. In 2012, the Group recorded a turnover of 1,188 million Euros, with an EBIT of 6.1%.

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