



## PRESS RELEASE

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### **Work begins on DEUTZ-FAHR LAND.**

The initial foundations of the DEUTZ-FAHR LAND project were laid on Tuesday 14 October at Lauingen, Bavaria. This marks the official start of construction on this new industrial area which is entirely dedicated to the DEUTZ-FAHR world, announced at the last Agritechnica trade fair.

In order for DEUTZ-FAHR LAND to be built, a total area of 125,000 m<sup>2</sup> was acquired adjacent to the current DEUTZ-FAHR facility. The new production plant will be an L-shaped construction with 40,000 m<sup>2</sup> of covered floor space, oriented towards higher technological standards in terms of painting systems and hydraulic, electrical and electronic testing.

This will take the Lauingen production site's capacity to 8,000 tractors/year on one shift. At the end of the construction work, expected within 2016, the Lauingen production site will occupy a total area of 340,000 m<sup>2</sup> with a 138,000 m<sup>2</sup> of covered floor space.

The total investment, which comes to €75 million, calls for the creation of specific solutions for testing and training activities, as well as a reception and museum area in order to offer a 100% DEUTZ-FAHR experience to customers and the distribution network.

On hand for the ceremony were Lodovico Bussolati, CEO of SAME DEUTZ-FAHR, Rainer Morgenstern, SAME DEUTZ-FAHR Germany CEO and Commercial Executive Director Europe, the Lauingen and Dillingen district authorities, Aldo and Francesco Carozza, SAME DEUTZ-FAHR vice-chairmen who symbolically launched the works from aboard two DEUTZ-FAHR 6 Series tractors fitted with front loaders.

“The launch of construction work on the new industrial area – said Lodovico Bussolati, SAME DEUTZ-FAHR CEO – represents a decisive milestone in the growth of the DEUTZ-FAHR brand and accompanies the completion and progress of the high power product range thanks to the new range of tractors up to 440 horsepower. For these two important factors, the next two years will be fundamental in the history of this brand.”

Link to the web page: <http://www.deutz-fahr.com/landing/deutz-fahr-land/?en>.

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**DEUTZ-FAHR** is technological excellence at the highest level, a range characterised by productivity, from tractors to combine harvesters and equipment.

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

#### **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 range of tractors goes from 23 to 340 HP and harvesters go from 100 to 395 HP.

SAME DEUTZ-FAHR has 7 production plants, 13 commercial branches, 2 joint ventures, 141 importers and more than 3,000 dealers worldwide, employing a global workforce of over 3,500 employees. In 2013, the company recorded a turnover of 1,212 million Euros, with an EBIT of 6.9%.

[www.samedeutz-fahr.com](http://www.samedeutz-fahr.com)