



Treviglio, 11 November 2014

SAME CELEBRATES THE ARRIVAL OF THE NEW EXPLORER WITH A MAJOR EVENT AT TREVIGLIO

The Explorer has played a crucial role in the past 30 years of SAME history - it has been so successful that, all across the globe, an Explorer has been delivered to a customer every two hours since 1984. SAME decided to celebrate the arrival of the new Explorer with a major event titled "Growth through exploration" held on November 10th at the company's headquarters in Treviglio. Around five hundred guests attended the day-long event, with dealers and importers from all over the world as well as clients and journalists from the specialised press.

The topics of growth and innovation were the key themes throughout the event. SAME DEUTZ-FAHR CEO Lodovico Bussolati illustrated the trends that will shape the agricultural world over the next decades, and the company's strategy for growth. SAME DEUTZ-FAHR Executive R&D Director Massimo Ribaldone described the design and engineering choices behind the technical solutions applied in the new Explorer tractor range. Wolfgang Egger, the style director of Italdesign Giugiaro, gave a fascinating address on the history of design as seen through different SAME tractors over the years.

This was followed by the round table titled "Italy Invests: creating successful products and keeping this success going" participated in by Cavaliere Giorgetto Giugiaro, honorary chairman of Italdesign Giugiaro, Wolfgang Egger, SAME DEUTZ-FAHR Vice Chairmen Aldo and Francesco Carozza, and Lodovico Bussolati. A speech by SAME DEUTZ-FAHR Chairman Vittorio Carozza concluded the activities.

The event continued with a gala dinner, during which five European farming families were awarded prizes in recognition of their long-standing loyalty to the SAME brand.

The all-new Explorer will also be in the spotlight at the SAME stand at the EIMA show in Bologna, which opens its doors tomorrow. With three families and a



total of eleven models, FARMotion engines, a new cab and new transmissions, the new generation Explorer is, once again, the ideal work partner created by SAME for today's farmers.

SAME

A loyal ally for the modern farmer, with a range of versatile tractors for working in the open field, general farm yard tasks and usage in fruit orchards and vineyards.

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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 tractors produced by the group cover a power range from 23 to 340 HP, while its harvesting machines cover a range of powers from 100 to 395 HP.

SAME DEUTZ-FAHR has 8 production plants, 13 commercial branches, 2 joint ventures, 141 importers and over 3,000 dealers worldwide and 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%.

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