

PRESS RELEASE

SAME DEUTZ-FAHR joins AEF Steering Committee

Treviglio (Italy) 8th November 2013. SAME DEUTZ-FAHR has now joined the leaders of the Agricultural Industry Electronics Foundation (AEF) as their core member No. 8. Thus all five internationally operating long liners now belong to the steering committee of the organization.

Lodovico Bussolati, CEO of SAME DEUTZ-FAHR, commented: "Our Company is really satisfied with the new status of core member in the Steering Committee. This choice is consistent with the prominence we give to electronics in our product development."

The international industry platform Agricultural Industry Electronics Foundation (AEF), www.aef-online.org, was founded in late 2008 by the agriculture technology companies Agco, Claas, CNH, Grimme, John Deere, Kverneland Group and Pöttinger plus the associations AEM (Equipment Manufacturers USA) and VDMA (German Engineering Federation). Today the organization has more than 140 members who are involved in the implementation and enforcement of electronic – namely ISOBUS – and electrical standards. The association has lately expanded their scope beyond ISOBUS. New fields of activity are High Voltage Electric Drives, Camera Systems and Farm Management Information Systems. AEF's concern is compatibility regardless of manufacturer as well as informing the agricultural public of applications and benefits of ISOBUS and other new technologies.

Information on SAME DEUTZ-FAHR

SAME DEUTZ-FAHR, with headquarters in Treviglio (BG), Italy, is one of the world's main manufacturers of tractors, harvesters, agricultural machinery and 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 440hp and the combine harvester range from 100hp to 395hp.

Globally, SAME DEUTZ-FAHR has seven production sites, 12 commercial branches, 3 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%.
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Information for the press

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