

YOUR PARTNER TO RELY ON, FOR THE LAST 70 YEARS.

In 2017, STEYR can look back with pride. It has a history of success that began seven decades ago and which will continue to be written into the future - with dependable models for all areas of activity, ongoing innovations such as S-TECH, the ECOTECH engine concept as well as STEYR Premium Service.

St. Valentin, 11.01.2017



STEYR is Austria's Number One tractor brand. Moreover, STEYR's proverbial reliability has long been spoken about right across Europe. Ever-growing numbers of farmers and municipalities in Germany, Poland, Italy, Slovenia, Switzerland, the Benelux countries and south eastern Europe now place their faith in the products of the tractor builder from St. Valentin. Much of this is due to innovations such as S-TECH or the revolutionary ECOTECH engine concept, both of which deliver tremendous benefits in terms of efficiency and comfort. The modern design of these vehicles and the comprehensive network of dealerships together with STEYR Premium Service are a winning combination - one that enables STEYR in 2017 to look back with pride, and to look to the future with optimism.

1947: The dawn of an era

The first page of STEYR's success story opened on 29 September 1947. Farmer Leopold Haider from Steinbach in the Steyr region of Austria took delivery of the very first STEYR tractor - a legendary 180 Series model. Just two years later, the no less legendary 80 Series was unveiled, of which more than 45,000 went on to be produced. This machine greatly helped STEYR to contribute towards the development and modernisation of the Austrian farming sector.

The Sixties: The innovations just kept on coming

Modernisation was the motto. Know-how, practical solutions and a regular stream of technical innovations - these were the hallmarks of the tractor manufacturer from Day One. This remained true in the Sixties: in 1964, the first all-wheel drive tractor for field work in alpine pastures was unveiled. In 1966, the company exported 500 tractors to Thailand, another first for the business. Then, just a year later, STEYR introduced its Plus series with direct fuel injection, unlocking an even more efficient use of fuel.

The Seventies: International success

In 1971, the STEYR Plus series was extended to include the 760 model. More than 33,000 of this universal tractor were produced, many of which were exported - including some to Tunisia. In 1973, the company became active in Greece and began to develop large tractors. The outcome was the 8160a, the first model with an exhaust turbocharger, a powershift transmission, central all-wheel drive and a scientifically proven power transmission concept.

The Eighties: Efficient solutions

In 1982, STEYR unveiled its now legendary OptiStop all-wheel braking concept. A few of the larger models had already been equipped with a fully electronic hitch system (EHR) with proportional control and electrically controllable auxiliary control units as well as with the STEYR Informat system. Back then, this driver information system managed to reduce fuel consumption by 20 percent. And while on the subject of fuel consumption ... in 1987, STEYR launched the first tractor with a fuel consumption of less than 200g/kWh, achieved through the new HPCE combustion process.

The Nineties: Takeover by CASE

In 1996, STEYR was taken over by CASE Corporation, one of the world's leading tractor manufacturers, and was renamed CASE-STEYR-Landmaschinentechnik. In 1999, its first tractor with a continuously variable transmission was unveiled (the STEYR CVT). Technology that, even today, delivers maximum working convenience and ride comfort - in the Profi CVT and Terrus CVT models.

From 2000: Technology for the new millennium

In 2002, a new production record was set in the St. Valentin plant. This was the first year that the plant turned out over 9000 tractors. In 2003, STEYR launched its Profi series, shortly followed by the Kompakt range. In February 2005, the 500,000th STEYR rolled off the assembly line. In 2006, St. Valentin became the European head office site of CASE IH and STEYR. Since that time, a workforce of more than 600 assure the continuing success of STEYR, making the company one of the biggest employers in the region. Visitors come from much farther afield though: in 2012, the STEYR Experience Centre, a multimedia information, visitor and training facility, opened its doors to the public. In 2014, the production plant in St. Valentin won the 'Factory of the Year' award, and it has subsequently gone on to garner Silver status in the World Class Manufacturing (WCM) awards scheme.

Ideally equipped for the future

"Over the last 70 years, STEYR has regularly set standards in terms of quality and innovation. Committed to this tradition, we offer our customers nothing less than the most reliable technology in conjunction with the highest standards of service, both now and in the decades to come. Also, I am

absolutely convinced that we are going to succeed in doing precisely that!'", states STEYR Brand President Andreas Klauser.

Current models prove that the success story of STEYR is far from over. With the STEYR Kompakt, the Multi, the Profi, the CVT and the Terrus CVT (awarded 'Machine of the Year 2016' at the Agritechnica trade fair), STEYR offers a broad range of high-quality and modern tractors for use in agriculture and forestry, in the municipal sector and in industry. At the same time, STEYR Premium Service is there to support customers 365 days a year, to assure the best possible performance from every tractor and to minimise downtime periods. Spare parts are supplied within 24 hours and a Service Van handles on-site maintenance work and any repairs that may be required. STEYR PROTECT, a combination of service and maintenance contracts provides all-round protection for up to five years. Regular product training courses and individual financing solutions continue to do their usual job, which is to anchor STEYR as first choice for farmers as well as municipalities - now and in the future.

To find further information about STEYR tractors on the Internet, please visit www.steyr-traktoren.com

For more than 70 years, STEYR has stood for top-notch quality from Austria and has specialised in the manufacture of tractors to the highest standards of quality, superlative comfort and great retained values. The STEYR model range never fails to impress with its technical innovations and its customer-oriented solutions. This guarantees optimum levels of productivity and economy in the farming, the forestry and the municipal sectors. The STEYR dealership network offers optimum local support to its customers.

STEYR is a brand of CNH Industrial N.V., a leading global manufacturer of investment goods quoted on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario at the Borsa Italiana (MI: CNHI). You can find further information about CNH Industrial online at www.cnhindustrial.com.

Reprinting free of charge, please forward a receipt!

To obtain further information, please contact:

Cecilia Rathje
Tel: +43 7435 500 634

Public Relations Officer
Europe, Middle East & Africa
Brand Communication
Case IH & Steyr
e-mail: cecilia.rathje@cnhind.com
www.steyr-traktoren.com