

## **Additional Steyr importer in Serbia appointed**

## **Steyr at International Agricultural Fair in Novisad**

St. Valentin, 09.05.2017

The Steyr brand has been growing fast and continuously in almost every Eastern European market over recent years. In order to ensure the full business potential of the premium brand also in Serbia, Steyr has announced an additional importer starting in May 2017.



Our current and ongoing Steyr Businesspartner AGROTECH, managed by Imre Bata, successfully positioned the Steyr Brand in the last years and achieved excellent sales results in the Premium Tractor segment. Together with our new Steyr Businesspartner RTI, managed by Milenko Popovic the plan is to gain additional market share, to extend the Steyr business significantly in Serbia and to support the general business strategy for Steyr in Eastern Europe & Balkans. All customers and friends of Steyr will benefit from the professional management and teams of AGROTECH and RTI with their long experience in the Serbian market, with the new and inspiring brand spirit of Steyr in their company. "We are convinced that AGROTECH and RTI are able to support the Steyr brand philosophy 100%," said Harald Boitllehner, Steyr Business Director for Eastern Europe and Balkans. "Both partners will provide outstanding services, support and customer relationship to all existing and new Steyr customers in Serbia". Steyr celebrates **its 70<sup>th</sup> brand anniversary** in 2017 and is ready to continue the success story and constant growth of the Steyr brand in Serbia in the future."

## **International Agricultural Fair in Novisad**

At the **International Agricultural fair in Novisad from 13<sup>th</sup> to 19<sup>th</sup> of May, Steyr will be presenting its** complete product range including the models Kompakt, Multi, Profi and Terrus. The complete Steyr model range can be experienced with the latest Steyr design and especially the new Steyr Multi is expected to delight Serbian customers with its excellent performance. The Steyr Business Partners AGROTECH and RTI are welcoming all existing and many new customers and will be happy to meet all Steyr friends to present all the latest updates and features of the Steyr products. Steyr offers a unique and great business portfolio and with 2 professional business partners on the show we increase the proximity to our customers.

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To find further information about STEYR tractors on the Internet, please visit [www.steyr-traktoren.com](http://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](http://www.cnhindustrial.com).*

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