

## **STEYR Konzept: Forward-looking tractor concept on display at the Event Farm, International Green Week 2020 (IGW) in Berlin**

*STEYR Konzept – vision of the future: Increased efficiency, improved performance, maximum productivity, sustainable power / Hybrid technology for zero emissions (CO<sub>2</sub>) and stealth mode (noise) “on demand” / Virtual farm office with fully integrated precision farming and connectivity solutions / On display in fair hall 3.2, Event Farm, IGW, Berlin*

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The STEYR Konzept, a forward-looking tractor concept unveiled in November 2019, will be displayed at the Event Farm, fair hall 3.2, of International Green Week 2020 in Berlin, Germany. As STEYR's vision of the future, developed in collaboration with FPT Industrial, this study demonstrates possible answers to various agricultural, industrial and environmental megatrends of today: Tractors will remain pivotal in agricultural production – but they will need to become more flexible, more efficient, and more sustainable.

“With this tractor concept, STEYR sought to provide possible answers to the challenges of the future. The Event Farm at International Green Week allows visitors to discover how agriculture can become part of the solution with regards to climate change and sustainable development, and hence is a perfect stage for the STEYR Konzept. Our intention is to give farmers the ability to choose the best propulsion system for the task at hand, and to fully integrate sensor-guided equipment that will help to further improve the efficiency of crop inputs whilst minimising any environmental effects they might have. And, equally important: The idea is to provide possible zero emission propulsion and drive systems to benefit farmers and urban environments where emissions are a particular concern”, highlights Christian Huber, Vice President Tractor Product Management, STEYR.

### **Hybrid technology for sustainable performance**

With the STEYR hybrid technology, all of the STEYR Konzept's electric motors are interlinked. This tractor concept's modular design allows for increased flexibility for operators by providing sufficient power wherever it is needed most in any given situation. Furthermore, this tractor concept can operate with double zero emissions in a pure electric mode. Zero emissions in terms of CO<sub>2</sub> and stealth mode in terms of noise emissions ensure environmentally-friendly operation. This is of particular importance for environmentally sensitive surroundings such as stables, for municipal operations or for haulage through villages and cities at night.

### **Next generation technology**

The STEYR Konzept is a highly capable virtual farm office with fully integrated precision farming and connectivity solutions including a drone equipped with soil and crop-sensors that enable comfort and productivity increases along with markedly higher efficiency. Sustainability benefits such as operator wellbeing result from less engine and transmission noise, from higher comfort, and reduced fatigue. At the same time, a lower number of moving parts, lower fuel consumption and zero emissions “on demand” of the STEYR Konzept underline the environmental focus of today’s businesses and offer advantages in tenders for supply agreements.

### **Next level tractor**

The STEYR Konzept combines a broad range of potential benefits for farmers as well as municipalities and “green cities” in one innovative platform concept. They include reduced cost of ownership, higher comfort, more flexible operating times and more efficient time management. “For us, this concept tractor is far more than a forward-looking study of possible solutions. It is a clever and highly versatile platform concept, and the inherent combination of digital tools and solutions could open up new dimensions in terms of efficiency, optimal power transmission and minimised ecological footprints. It would be ideal – for operations in fields close to villages and cities, for forestry and municipal work alike”, concludes Christian Huber.

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More information about STEYR tractors is available on the internet at [www.steyr-traktoren.com](http://www.steyr-traktoren.com).

*STEYR has been synonymous with leading technology and high-quality machinery for more than 70 years. Its premium Austrian-built tractor range focuses on outstanding comfort and precision operation, using proven technical innovations to maximise productivity for operators in the agricultural, forestry and municipal sectors. STEYR customers are backed by first-class support from STEYR’s professional and highly experienced network of dealers. More information on STEYR products and services can be found online at [www.steyr-traktoren.com](http://www.steyr-traktoren.com).*

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### **For more information contact:**

Romana Rahofer

Tel.: + 43 7435 500 517

Public Relations and Digital Officer STEYR

E-Mail: [romana.rahofer@steyr-traktoren.com](mailto:romana.rahofer@steyr-traktoren.com)

[www.steyr-traktoren.com](http://www.steyr-traktoren.com)