

STEYR AWARDED “TRACTOR OF THE YEAR” IN SPAIN

Success for STEYR in the Iberian market. First award won with the STEYR 6300 Terrus CVT at FIMA. Recognition of the STEYR quality and innovation.

St. Valentin, 05.03.2020

Only one year after the relaunch of the brand on the Iberian Peninsula, STEYR received its first recognition of quality and innovation in the country. During an award ceremony held at the agricultural fair FIMA, in Zaragoza, the STEYR 6300 Terrus CVT was awarded “Tractor of Spain 2020” in the “Over 200hp” category.

STEYR and Farming Agrícola

Farming Agrícola is the exclusive distributor of STEYR tractors across Spain and Portugal. Taking advantage of over 40 years of experience in the import of premium agricultural machinery, and of a strong distribution network in the region, Farming Agrícola successfully begun the establishment and development of the brand STEYR in the past year.

“Since the beginning Farming Agrícola and STEYR share an ambitious vision of developing together in Spain and Portugal. We firmly believe in the brand values, which are perfectly aligned with those of Farming Agrícola. This award makes it even more clear that the brand has a very good reputation among the farmers.” commented Jorge Iglesias, General Manager of Farming Agrícola.

STEYR Terrus CVT – The strongest

The STEYR Terrus CVT includes three models in its range: 6300, 6270 and 6250. All models are meeting the latest EU Stage V emissions standards.

Apart from being the strongest model of the STEYR portfolio, the Terrus CVT was also recognized for its high quality features and technology, allowing higher comfort and productivity. From those features, we can mention the S-Turn II system, which provides a fully-automated and easy-to-perform turns on headlands. An additional option available is the S-Brake trailer braking system which allows to stabilize the tractor and the trailer, especially when road conditions provide a very low grip. A third noticeable feature is the S-Guide RTK+ guidance system, offering a precision of up to 1.5cm.

Alfonso Pérez, Business Manager STEYR Iberia, highlights: “This award is a confirmation of the true potential of the brand in the region. It is an incentive to continue our investments in order to grow

further. STEYR is very-well perceived by our customers, from whom we noticed a growing interest and passion for the brand.”

More information about STEYR tractors is available on the internet at 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.

STEYR is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.

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