

STEYR TRACTOR RANGE LAUNCHED ONTO LITHUANIAN MARKET

Premium agricultural brand of CNH Industrial comes to Lithuania for the first time. SV Technika to supply high quality product line for farming and specialized applications, customized solutions and high levels of service for STEYR customers.

St. Valentin, 03.09.2020



For the first time since it was founded in 1947, tractors from the Austrian brand STEYR are now available to agricultural and municipal buyers in Lithuania. The appointment of SV Technika as Lithuanian importer and distributor for the STEYR product line means the full range of STEYR models from 58-300hp is now available to the country's farmers and contractors.

Established in 2007, SV Technika is run by equal partners Vygandas Dicmonas, who is CEO, and Mindaugas Urmonas, sales director. It began by offering machinery servicing on products from major global brands, before diversifying into used equipment sales and later gaining new machinery franchises.

The company operates from two key locations. At Kaunas, 114km west of Vilnius, is its main sales, parts and service facility, while further west at Telšiai is an additional premise providing parts and sales. In total, the two sites employ 35 staff, with plans to expand this figure over the next few years.

Innovative quality

STEYR tractors were first manufactured in 1947, and the business became part of Case Corporation in 1996, before Case was purchased by Fiat in 1999 and STEYR then joined the CNH – later CNH Industrial – group. The brand continues to operate as an independent brand within the parent business, and is known for its quality and innovation. Recent recognition of this includes the Machine of the Year 2018 award for the STEYR Profi with S-Control 8 eight-step semi-powershift transmission.

PRESS RELEASE

Looking forward to the future

Peter Friis, Head of Commercial Operations STEYR in Europe, is convinced the appointment of SV Technika is one which will help the brand to quickly gain traction in a competitive Lithuanian market.

“This is a young but strong company with an excellent customer service and support record. I’ve no doubt it can help Lithuanian farmers and contractors to see what STEYR can offer their businesses.”

For Vygandas Dicmonas, the move to sign with STEYR was a natural progression for the SV Technika business. “This is a product line in which I have a lot of confidence, and my colleagues and I are looking forward to making STEYR tractors a common sight across Lithuania.”

For further information about STEYR tractors, please visit 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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