

## UNIQUE DIGITAL FAIR OFFERS INSIGHT INTO STEYR

*Unique response to suspension of physical shows / YOUNIVERSE is designed to inform and entertain farmers and contractors / Fully interactive 'virtual' experience enables visitors to select areas of interest / Latest product developments and updates across STEYR tractor line to be revealed*

St. Valentin, 25.03.2021

STEYR Traktoren is tackling the enforced lack of exhibitions during 2021 by keeping customers informed and updated through a unique YOUNIVERSE event, an interactive experience where visitors will be able to learn about the latest happenings surrounding the brand, its people and its products.

Designed to be more than simply a virtual exhibition, YOUNIVERSE is being promoted as 'the first digital fair designed around you', and will offer farmers, contractors and other interested parties a full 'infotainment' experience. This will include not only a virtual exhibition set in outdoor farming scenery, but also the ability to discover full detailed information and experiences on the STEYR tractor ranges and product solutions, including benefits, applications and user experiences.

New tractor developments on show will include the latest Absolut CVT and Impuls CVT ranges. In addition, it will be possible to interact with brand specialists, and for visitors to get to know their closest dealer. Entertainment and information on more general topics will also be part of YOUNIVERSE, with visitors able to learn about technological agricultural trends across the industry via interviews, product reviews and hot spots.

The digital fair will be running from April 9 to 18, 2021. Free registration at [youniverse.steyr-traktoren.com](https://youniverse.steyr-traktoren.com).

"We are really excited about YOUNIVERSE, which will represent a new way for us to interact with current and future customers," says Peter Friis, Head of STEYR Europe Commercial Operations.

"Online events are not new, but the ability for visitors to interact, as if actually present at the exhibition, is what makes YOUNIVERSE very different. We want to extend a warm welcome to everyone to



PRESS RELEASE

learn more about why STEYR is pushing ahead with new products, new markets and new ways of working.”

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**Please find the press kit by clicking the following [Link](#)**

For further information about STEYR tractors, please visit [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).*

*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](http://www.cnhindustrial.com).*

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