

## EXCELLENT ADVERTISING FOR EXCELLENT TRACTORS.

*STEYR has been known for its absolute reliability and flexibility for almost 70 years. Demonstrating their reliability over the past years with: awards for market communication for traditional brands. At the renowned Kärntner Werbepreis (Campaign Award of Carinthia) CREOS, there were already 2 golden awards at the last event in 2014, and this time it was gold again as well as two bronze awards for work the advertising agency Smuck, Royer & Die Eins produced for STEYR.*

St. Valentin, 4. November, 2016



### **Young, modern and successful.**

As demonstrated by an independent and representative survey by the market-Institute, STEYR is considered Austria's top tractor brand among 54 percent of farmers who are 39 year old and younger. This is also the result of their young and modern advertising presence over the past years. The agency responsible for this is Smuck, Royer & Die Eins, which was again able to delight in its success at the renown Kärntner Werbepreis (Campaign Award of Carinthia) CREOS.

### **1 x gold CREOS 2 x bronze CREOS for STEYR.**

800 guests were present in exhibition hall 5 in Klagenfurt am Wörthersee on 14 October in order to attend the awarding of the CREOS trophies. The jury of experts was able to award the work done for STEYR in the "Dialogue Marketing" as well as in the "Social & Digital Media" categories: A bronze medal was given for the advertising campaign STEYR@thebeach as well as the announcement of the new flagship Terrus CVT, and it was gold for the STEYR Quest, a type of Pokémon Go for STEYR fans. The jury member Florian Schleicher from McDonald's Austria commented as follows: "Many are able to take advantage of a current trend – but being able to incorporate a trend with an actual benefit for the company and connect it with a meaningful activity for users, that is a very rare opportunity. From our point of view, STEYR did exactly this in an innovative manner. What more do we want!"

### **Effective advertising.**

Marie Mouton, STEYR Brand Communication Manager, was very impressed by the success at CREOS: "I am very happy that we were able to successfully position STEYR as a young and modern brand together with Smuck, Royer & Die Eins. The fact that our advertising is not only appreciated by farmers but also by professionals in the communication market reflects the good work that we have done – as well as the excellent collaboration with our agency".

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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 with excellent 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 maximum levels of productivity and economy in the farming, as well as in 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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**To obtain further information, please contact:**

Cecilia Rathje  
Public Relations Officer Europe, Middle East & Africa  
Brand Communication STEYR

Tel: +43 7435 500 634  
e-mail: [cecilia.rathje@cnhind.com](mailto:cecilia.rathje@cnhind.com)  
[www.steyr-traktoren.com](http://www.steyr-traktoren.com)