

WELCOME TO THE WORLD OF STEYR

TRAKTOR

THE STEYR FAN MAGAZINE
2016 EDITION

AKTUELL



**2016 MACHINE OF
THE YEAR.**
THE NEW TERRUS CVT.

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FOR(E)ST CLASS!

THE NEW STEYR PROFI FOREST CLASSIC.



- 4 and 6-cylinder engines rated from 116 to 145 hp with Hi-eSCR technology, without particle filter
- Continuously variable transmission (CVT) or 4-stage powershift and automatic powershift, 40 km/h ECO at reduced engine speed
- LED worklights turn night into day
- Load-sensing hydraulic system with displacement of up to 125 l/min
- Highest lifting force in its class also offers security for heavy attachments
- Steyr SZ front loader attachment frame can be supplied ex-factory
- Comfort cab, high and low-roof versions with opening front windscreen and roof window

STEYR
TRAKTOREN

Your partner to rely on.

DEAR READERS!

Over the last few months, STEYR has chalked up some high scores. It all started at the Agritechnica in Hanover when we unveiled our new Terrus CVT flagship, which promptly got itself voted '2016 Machine of the Year'. The DLG PowerMix confirmed the remarkable fuel economy of these modern STEYR engines: only 249 g/kWh for fuel consumption from the Terrus CVT in this renowned and independent test.



With STEYR PROTECT we can offer you, with immediate effect, individual service packages with maintenance contracts and extended warranties that provide you with absolute planning security. The men and women who work for us, as well as our dealership partners, are there for you at any time to offer advice and practical assistance - and that of course includes after you have purchased a product from us.

In a challenging market environment, dependable partners are all the more valuable. We all wish to continue being the first people you turn to for all aspects of agricultural technology - and we are committed to offering you outstanding advice, highly durable products as well as financing and service solutions tailored to suit your individual requirements. Keyword service:

In this edition of *Traktor Aktuell* we are introducing you to the very latest models in our Multi and Profi ranges, and we are also dropping in to visit a few STEYR businesses in Germany and Austria. I wish you a lot of pleasure with this read, a successful 2016 season, and extend my grateful thanks for the confidence you have placed in us.

YOURS, HARALD BOITLLEHNER

Business Director Eastern Europe, Balkans and Ukraine

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TOUGH, TOUGHER, TERRUS.

THE NEW FLAGSHIP FROM STEYR.

Voted '2016 Machine of the Year' at the Agritechnica trade fair, the Terrus CVT is STEYR's new flagship. There is a choice of two models, each equipped with efficient ECOTECH engines, one rated for 271 and the other one rated for 300 hp. Thanks to their enormous power and an ultra-dependable total weight of 16 tons, the compactly dimensioned Terrus CVT is suitable for all transport tasks as well as for heavy-duty field operations. In addition, the tractor delivers conviction with its superlative level of comfort: A suspended front axle and a particularly quiet luxury cab ensure that work can be relaxed, which helps to keep fatigue at bay. Also on board: the very latest technologies such as S-TECH, S-GUIDE, ISOBUS III and Easy-Tronic II.



**MACHINE
OF THE YEAR 2016**

EFFICIENT ENGINES.

Thanks to ECOTECH the engines in the Terrus CVT models are among the most efficient in their class. This is also proven by an independent test by the DLG (Deutsche Landwirtschafts-Gesellschaft [German Agriculture Society]): Fuel consumption of just 249 g/kWh in the DLG Powermix, which is an outstanding figure.



STEYR 6300 TERRUS CVT

PowerMix

DLG Test Report 6298



POWERFUL HEADLIGHTS.

Up to 20 LED headlights with lighting power of 2000 Lumen per LED turn night into day and guarantee precise and efficient work, even late at night.

COMFORTABLE CAB.

The luxurious cab with a noise level of only 69 dB(A), cab suspension with five settings, ergonomic seat and steering wheel settings, Multicontroller, automatic climate control, hi-fi stereo system and Bluetooth hands-free equipment offer exceptional levels of comfort.

POWERFUL HYDRAULICS.

The load-sensing hydraulic system delivers oil displacement of up to 2231/min for up to eight individual consumers. With a maximum lifting force of 11,058 kg, the Terrus CVT is able to perform every task with ease.



STORY

THIS TECHNOLOGY HAS A FUTURE.

THE REVOLUTIONARY STEYR NATURAL POWER CONCEPT.

With Natural Power, STEYR unveils the drive concept for the next generation: Methane gas obtained from renewable energy replaces diesel and reduces emissions as well as fuel costs substantially.

For many years, the automotive industry has been working on ways of making cars more efficient and more environment-friendly. Here at STEYR, we have also set ourselves the task of developing technologies that lessen our environmental impact while also being kind to the wallets of our customers. The outcome: STEYR Natural Power, an innovative drive concept that reduces emissions by up to 80 percent, as well as cutting fuel costs by up to 40 percent.

The principle is as simple as it is clever: Electricity is generated from renewable energy (predominantly wind power). This is used for electrolysis that separates water into hydrogen and oxygen. Then the hydrogen is bonded with carbon, creating methane gas that is then used as fuel in the tractor.

300 litres of it can be filled at one time, which is sufficient for up to eight hours of farm work - at the present time. Here in St. Valentin though, we are hard at work finding ways to further improve the performance capabilities of Natural Power. Very soon, this technology of the future will be offered as a fully capable alternative to conventional forms of drive, and will come to help farmers right across Europe. Not only to cut pollutant emissions but also to save fuel - and therefore to cut costs.



With electricity from wind power, methane gas is generated to act as fuel in the Natural Power tractor.

INTERVIEW

THE FARMER OF TOMORROW, AS VIEWED BY A YOUNG FARMER.

THE INNOVATIVE FARM OWNED BY PHILIPP REITER-HAAS.

Mr. Reiter-Haas: How will farmers be working in the future?

Reiter-Haas: Rising world population numbers present us with the challenge of producing high-quality products cost-effectively, efficiently and in a way that conserves resources. The farmer of tomorrow must act even more than ever before as a businessman, and must take sustainable decisions.

How much support must the technology provide?

REITER-HAAS: Changes in climate conditions translate into shorter windows for planting, cultivating and harvesting. We must plan and coordinate resources even better than ever before. We absolutely need to have technology that we can count upon at all times. In this respect, STEYR is very well set up indeed with the product range it offers.

Is it not also the software that makes the difference?

Reiter-Haas: The software has an important role to play. Here, STEYR is leading the pack, with its S-TECH and the RTK network. Steering systems help farmers to cultivate and manage their land, and they enhance precision, efficiency and personal comfort. I am convinced that, through the future use of steering systems with RTK technology on our farm,

we shall become better able to target the use of our operating materials, compressing our land less as a consequence.

What will be the significance in future of alternative drive concepts such as STEYR Natural Power?

Reiter-Haas: To the best of my knowledge, the STEYR tractor powered by methane gas is already well down the development road. Alternative forms of propulsion are always of interest, particularly if they also make economic sense for the farmer. Over the last few years, we have done our utmost to cut energy consumption and related costs, also investing in renewables to help us achieve that. We are proud of what we have achieved: Since 2012, our farm is energy-independent. Our rapeseed is processed into biodiesel and rapeseed oil. With the timber from our woodland, we produce thermal energy while our PV solar power plant generates electricity. If STEYR succeeds in solving the problem of electricity storage, E-tractors could become an interesting option for the future.

What do you have to say on the topic of 'digital revolution on the farm?'

Reiter-Haas: I believe that, in this respect, we are standing at the dawn of a development that will indeed revolutionise agriculture in years to come. My impression is that the main interest

comes from young farming families, who are open to new concepts. Tractors, harvesting machines and stock management appliances are going to be communicating with one another in an increasingly active manner. That will reduce operating costs and personnel costs, and will increase efficiency.

Many thanks for talking to us!



Philipp Reiter-Haas is a farmer in the Steiermark region, based beside the village of Weitendorf. He breeds pigs and has about 60 hectares of arable land. Energy is obtained from woodchip heating systems and from photovoltaics. For the last 25 years, Reiter-Haas and his parents have been using biodiesel obtained from their recycling management process.



The newly designed Profi looks good, and
not just for field work.

STORY

SOMETHING YOU CAN RELY UPON IF YOU WISH TO BE REALLY EFFICIENT.

FARMING MORE ECONOMICALLY WITH THE NEW STEYR PROFI SERIES.

14 different models based on a new design.

The STEYR Profi series was extended by tractors rated for 145 hp. There is a choice of no fewer than 14 Profi models, all based on a completely new design. The Profi Classic delivers excellent functionality with its mechanical control units and low roof. With immediate effect, the Profi models will offer greater comfort and are equipped with a Multicontroller armrest as well as a high roof. The innovative Profi CVT with continuously variable transmission (CVT) and ISOBUS III offers driving pleasure and an absolute maximum in terms of comfort.

Efficiency comes as standard.

All Profi models are equipped with the very latest ECOTECH engines. The range covers a performance range of 116 to 145 hp. The main operating range of the engine extends from 1500 to 1900 rpm, and with STEYR Power Plus an extra 34 hp is available too. The environmentally friendly Hi-eSCR exhaust after-treatment system optimises fuel economy and improves the performance and response characteristics of the engine. At the same time, it assures compliance with the EU Level IV exhaust emissions standard and this guarantees sustainable economy.

The benefits of greater comfort.

A comfort cab with a low noise level, five-stage adjustable cab suspension, tinted windows, STEYR Easytronic, an air conditioning system, hi-fi stereo system and Bluetooth hands-free equipment ensure that even unusually long working days can be spent very pleasantly on board the STEYR Profi.



AGRICULTURE, TAKEN ONE STEP FURTHER.

A VIEW OF THE FUTURE BY UNIV.-PROF. DIPL.-ING. DR. ANDREAS GRONAUER.



Ongoing technological progress has a decisive influence on the agricultural world of tomorrow. Furthermore, people are developing a growing awareness of the health implications of the food we eat and our consumer habits. This has a knock-on impact on the range of products offered by agriculture. The transition from industrial society to information society gave

rise to rapid changes in terms of telecommunications and automation technology, and these factors have also been making inroads into agricultural technology. In this process of change, the men and women involved in modern farming face the great challenge of evaluating technological innovations and of becoming able to harness their benefits.

Precision Farming gains in significance

Precision Farming and field robotics make it easier and more resource-efficient to cultivate extensive arable farms, it makes the operation of machinery more transparent when working across several small farm structures, and can help to convert large arable cultures into smaller areas of mixed planting. It achieves this through the ability to determine position ever more precisely (keyword: RTK network) which brings the possibility closer of making single plants the focal point of farm management, employing small field robots that can work around the clock with much lower levels of ground compression than larger items of equipment.

With the further development of sensor systems for quality monitoring of products, e.g. machine-dependent sensors or hand-held devices with spectral analysis, further development opportunities open up for process control systems, and for individual control of product quality.

Resources must be used more efficiently.

The aims and objectives of sustainable use of our natural world require agricultural production to be in harmony with the aims of resource protection and nature conservation. This in turn means adapting intensive farming techniques to suit smaller structures, and to use operating materials more efficiently. Modern information and telecommunications technologies will be able to deliver a substantial contribution towards this.

The optimised use of resources requires the involvement of the municipal sector to be able in future to recycle materials such as agricultural residues, food waste and remnants from the foodstuffs industry, and for these activities to be accorded higher priority.

The time-limited dimension of the 'crude oil age' also calls for optimised energy management and for new ways of using energy and other substances, alongside the production of food and biomass. This

in turn will intensify the competitive situation with F5 (Food, Feed, Fibre, Fire, Fuel).

Climate change cannot be stopped.

As climate change progresses, fruit sequence systems and corresponding procedures for plant growing will have to compensate for the amplitudes of weather-related events. Planning today must take account of changes in site conditions resulting from a changing climate. Appropriate adaptation strategies must be devised, and these will in turn call for suitably adapted as well as new machine and implement technology.

This is about accompanying the developments described here, and it is about seizing the opportunities they have to offer. It is also about recognising the limits they impose in order to create space for sustainable and positive development.



DOCUMENTARY

MORE COMFORT AND SUBSTANTIAL COST-SAVINGS FOR FARM CONTRACTORS.

UWE HOLZWARTH AND HIS EXPERIENCES WITH S-TECH ACCUCONTROL.

This comfortable and easy-to-operate implement control system, and the ability to save substantial sums in seed and insecticide are key arguments in favour of the use of STEYR S-TECH AccuControl on farm businesses, and in farm contractor businesses such as the one owned and run by Uwe Holzwarth from Angelbachtal-Michelfeld.

Over the last few years, this farmer and farm contractor has had some great experience with STEYR lane guidance systems so he decided to use AccuControl to sow seed in the early part of 2014 and is already, after completing the first full season, firmly convinced by this system.

The comfortable device control unit enables single rows to be engaged, even when using attachments that are not ISO-BUS-compatible. This can, for example, prevent the over-sowing of ground that has already been covered. "Particularly where we are, an area of hilly and irregular terrain, this is a major benefit. We also use our seed drill technology as farm contractors and we are often out and about in poor visibility conditions, for example late at night. Here the system greatly relieves the workload of the driver, it enhances

workplace comfort and, naturally enough, it also increases the level of precision that we can achieve. Simply through the saving in seed and the increase in precision, the additional costs of the AccuControl system are amortised." A key aspect of AccuControl though, in the view of Uwe Holzwarth, is the way the system relieves the workload of the driver. "Particularly



Farm contractor Uwe Holzwarth and his team.

during night-time operations, in the days before AccuControl, work was always very demanding and tiring. Nowadays, I get down from my tractor in the evenings as I boarded it that morning - feeling really relaxed", stated Holzwarth. Due to the good experience gained when sowing root crops, he now uses the system for fertiliser and insecticide spreading operations.

Section Control possible, even without ISOBUS.

The STEYR S-TECH system, even with older attachments without ISOBUS, enables the system to be disengaged on partial widths and on individual rows. The individual rows are engaged using the new, integrated S-TECH AccuControl system. As well as saving a lot of seed and covering the ground in fields more uniformly, the system offers substantial benefits, not least for farm contracting operations, because each lane system can be implemented very simply and quickly.

AccuControl controls the sowing of seed over up to four sections or over up to 48 rows. It is also possible to control the system by means of application maps. AccuControl is also compatible with the new correction signals, e.g. RangePoint RTX or RTK with xFill. As well as seed stock, fertilisers can also be spread in a volume-controlled manner. The system is compatible with all attachments, provided that they are equipped with electrically controllable in-line couplings and/or valves for engagement of partial widths.



STORY

THIS ONE GETS THE JOB DONE.

THE NEW STEYR MULTI.

The brand new Multi from STEYR is the most innovative tractor in its class, and it satisfies all claims that farmers might make on a classic universal tractor.

Developed in cooperation with 700 farmers and manufactured in the Lower Austrian town of St. Valentin, the new Multi excels with its multi-functional capabilities and is truly unique in this category of vehicle by virtue also of its ultimate standard of comfort.

For example, the Multi has an unusually luxurious and quiet cab that makes work a real pleasure. The new Multicontroller armrest and CCLS, the new front loader joystick upgrade, deliver great ease of operation as well as a major gain in comfort.

Other highlights include the new automatic transmission, the remarkably frugal new engines with great

torque and a power rating of up to 120 hp as well as the superlative pump performance of this all-rounder.

With its optimised gear ratios and a low centre of gravity, the Multi is a convincing performer, especially in the livestock segment. This tractor guarantees continuous operation in Shuttle mode, constant speeds for field work and is also ideally suited for the operation of a front loader. Another extraordinary feature: the small turning radius of just 4.05 m.

Simple to maintain and incredibly versatile, the new Multi is the first choice for all farmers who wish to enjoy excellent STEYR quality in a compact package.



STORY

EFFICIENCY ON FOUR WHEELS.

THEY PAY THEIR WAY: STEYR MUNICIPAL TRACTORS.

STEYR has done more than simply supply outstanding tractors for work in fields, pasture land and farmyards. It has also provided vehicles for all tasks associated with municipal work, forestry and industry.



Great reliability, superlative standards of comfort and maximum efficiency. These are the hallmarks of every vehicle that leaves the production line in St. Valentin – equally applicable of course to the orange coloured special vehicles manufactured for local council services and

other public-sector bodies. From all five product ranges, various models are available to suit any conceivable application: the flexible Kompakt series, the universal Multi, the remarkably economical Profi series and the comfortable CVT. Not to mention the enormously powerful new flagship, the Terrus CVT.

Less fuel, lower costs.

The ECOTECH engines from STEYR not only boost productivity, they also cut fuel consumption - which in turn reduces operating costs. At the same time, STEYR municipal tractors above 99 hp comply with exhaust emissions level IV so help to reduce environmental impact. The 4 and 6-cylinder common rail diesel engines with turbocharger and intercooler deliver between 58 and 300 hp, combining the highest standards of quality with ultimate efficiency.

Comfort in series.

It has long been no secret that STEYR tractors stand out from the crowd, not only in terms of economy and reliability,

but also with their great comfort and ease of operation. The multifunctional cabs offer great all-round visibility, ergonomic seats and controls, as well as exceptionally good acoustic insulation. This assures stress-free and relaxed work over many hours at the wheel.

The product portfolio of municipal and forestry tractors is rounded off by the ex-factory equipment on these machines, which can include a municipal chassis, a Euro III system adapter and a complete set of protective attachments for forestry work.



EVENTS

DIARY DATES, HIGHLIGHTS AND NEWS.

FOR ALL THOSE WHO HATE TO MISS ANYTHING.



NEW STEYR WEBSITE ONLINE SOON.

Even more modern, better laid out and more informative: From autumn 2016 the website www.steyr-traktoren.com will have a completely new look.

ALWAYS UP TO DATE. WITH THE STEYR NEWSLETTER.

The free STEYR newsletter provides tractor fans with topical information from the world of STEYR. New products and developments as well as topical offers are presented in an entertaining and informative way. Simply register at www.steyr-traktoren.com

PHOTOS, VIDEOS AND MORE: THE STEYR MEDIA CENTRE.

At mediacentre.steyr-traktoren.com you will find not only photos and videos of all STEYR tractors and events, but also topical press releases. All of which is, naturally enough, completely free.

SHOP

POSH WASH!

DIE STEYR SPECIAL EDITION.

FOR FANS!

All STEYR fan articles can be found in the STEYR Fan Shop at www.steyr-shop.com



STEYR T-SHIRT, LADIES
"I like cultivating compliments best."
€12.50



STEYR T-SHIRT, MEN
"Excavating, digging and towing."
€12.50



STEYR T-SHIRT, MEN
'Field Master.'
€12.50



STEYR CAP
"For the noggin"
€ 8.50



DOCUMENTARY

STEYR IN A HEARTBEAT!

THIS YOUNG MARRIED COUPLE FROM UNTERGLAUHEIM GROW ROOT VEGETABLES, AND ARE COMMITTED TO THEIR STEYR 6160 CVT.

On the arable farm of Michel and Barbara Knötzinger in Unterglauheim near Dillingen, the STEYR 6160 CVT is a key worker on the field. Here, it is true, other makes of tractor also ply their trade, but when they start to talk about the 6160 CVT, they both radiate enthusiasm: "We have now turned into real STEYR fans", explained Barbara Knötzinger, the farm manager. This is due first and foremost to the fact that this tractor is put to work whenever accuracy and precise driving are called for. This young couple took over the running of the farm belonging to Barbara's father just last year. At the present time, they farm an arable area of about 230 hectares - all under biological conditions and in accordance with the specifications of the *Demeter Anbauverband*, an association committed to bio-organic land cultivation. A high proportion of the surface area was under grain crops, and they also sowed clover grass over about 60 hectares.

Performance & Precision.

This farm specialised in the cultivation of various root crops, e.g. onions, beetroot, carrots and parsnips. For this reason, the Knötzingers are committed to the so-called dam process. For this farming couple, the advantages of this system are that it cuts down on the hours of manual work and on the pressure of weeds. This is precisely where the STEYR 6160 CVT comes to the fore. The production and upkeep of these earth dams requires vast amounts of pulling power, in combination with precise driving and implement operation. That is why this tractor also has the STEYR S-TECH system. This enables the tractor to drive precisely in the rows, and the driver is also free to concentrate on the planting or harvesting implements. "Especially when working on complex tasks - many aspects of crop care fall into this category - we

really appreciate having our STEYR. The continuously variable travelling drive is a great help with this", reported Michel Knötzinger.

Pleasant workplace.

"Thanks to the spacious and quiet cab, and the high level of comfort, it is possible to stay relaxed while working. And that is not only important on a bio-farm", stated Knötzinger. This young farmer was also very enthusiastic about how easy the tractor is to operate: "The big terminal in the cab is easy and intuitive to use. Every driver can put together a menu to suit his own wishes, a quick and easy process - which makes work really fun!", enthused Knötzinger. Already, in Year One, the STEYR CVT clocked up almost 1000 operating hours, and it has become the main machine on the farm.



ANNIVERSARY CVT GOES TO CARINTHIA!

A SHORT WHILE AGO, THOMAS HECHER FROM BAD BLEIBERG IN CARINTHIA BECAME THE PROUD OWNER OF THE 40,000TH CVT, A PROFI CVT. THE ANNIVERSARY TRACTOR WAS HANDED OVER BY STEYR MANAGEMENT AT A CELEBRATORY EVENT IN ST. VALENTIN.

An idea that carries conviction.

Although STEYR has continuously developed its revolutionary continuously variable transmission concept, it has always remained true to its original concept: climb on board and get on with the job! This tractor accelerates up to its top speed simply by pressing the throttle. The electronics deliver smooth ride comfort, just like a car with an automatic transmission.

The year 1997 The beginning of a success story.

The success story of the CVT began back in 1997 at the Agritechnica trade fair in Hanover, where the continuously variable concept was introduced to the public for the first time. International agricultural technology experts were very enthusiastic. STEYR not only developed a continuously variable drive system, but became the first manufacturer to connect

the engine and transmission to create an intelligent system. This opened the door to previously unknown levels of ride and operating comfort.

Lots of mechanical parts, only a few hydraulic ones.

A high efficiency rating and ease of operation were central development objectives right from Day One. STEYR achieved this by having lots of mechanical parts and only a few hydraulic ones. The four mechanical gear stages have been retained right up to the present day. In the first stage of development, the automatic shift operations were performed by hydraulically actuated constant-mesh clutches.

Later, these were replaced by multi-disc clutches. Today, the STEYR CVT transmission changes gear ratio with an ultra-modern double-clutch transmission of the kind also found in the automotive sector.

Continuously variable ride comfort.

Despite many new features, STEYR has not lost sight of the importance of ease of operation for this tractor. Accelerating from active standstill across a continuously variable range without manual gear changes - the vehicle stands absolutely still without a brake being applied, even on gradients - and can accelerate up to top speed using only the accelerator pedal, or optionally the throttle level on the armrest. All of which delivers optimum ride comfort.

Models from 110 to 300 hp.

The classic CVT range now comprises seven six-cylinder models across a performance range of 150 to 300 hp. However, also in the four-cylinder segment, STEYR customers can use the advantages of continuously variable ride comfort in the three Profi CVT models, with power ratings of 110 to 145 hp.



STORY

STEYR SERVICE: SOMETHING YOU CAN RELY UPON.

BEST SUPPORT RIGHT AROUND THE CLOCK.



Fast and dependable assistance in every situation.

STEYR tractors are designed for thousands of hours of hard work, and are particularly easy to maintain and service. However, excellent service support is still essential for a vehicle to operate reliably without downtime periods. At STEYR, this is a simple matter of fact. On 365 days a year and right round the clock, the freefone Hotline 0800 7839 7000 can be reached, and STEYR Service offers everything you could wish for from



The STEYR Service Van helps to solve problems out on location.

a reliable partner: genuine spare parts can be supplied quickly and easily, while STEYR partner businesses with their own service vans handle repair work out on location. STEYR Service can also provide financing for machines or services, and always has the right solution to hand.

Genuine spare parts in almost no time at all.

Nothing is better than the original. This is why STEYR Service works closely with its dealerships to ensure that genuine spare parts can be supplied to the customer within 24 hours. Downtime periods and financial losses can therefore be reduced to a minimum.

Service directly on location.

As mentioned previously, STEYR Service not only deals with fast procurement of spare parts. Instead, it also provides its own STEYR Service Van to enable problems to be remedied directly on the field or in the farmyard.

Financing made easy

In collaboration with CNH Industrial Capital, the financing specialist for agricultural and construction vehicles and equipment, STEYR Service can provide solutions tailored to the economic conditions of any given farm, examples being purchase by instalments or leasing.

Protected all round with STEYR PROTECT.

With STEYR PROTECT, and with immediate effect, STEYR offers specific service and maintenance services in a package. There is a choice of three of these packages: STEYR PROTECT Gold, Silver and Bronze. The individual products assure peace of mind at the workplace for up to five years, and extend operating times, boost productivity and enhance the resale values of the tractors covered.



STORY

A BOND FOR LIFE.

IN MAY 2015, THE DAY HAD ARRIVED: 23-YEAR OLD FARM SUPERVISOR CHRISTINA LACKERMEIER GOT MARRIED. THERE TOO: A STEYR PROFI CVT.

May 15, 2015 was a very special day for Christina Lackermeier. For more than one reason. This was the day that Christina, someone passionate about farming, married police officer Roland - who is about to start studying to become a farmer at evening classes. Together, their pair intend shortly to take over the running of the speciality pig farm from her parents. Already three STEYR tractors are in operation on that farm. The first of

them, a STEYR 6145 CVT handles heavy-duty work. It was purchased back in 2005 when the farm was restructured. A 6180 CVT followed in 2011. Lastly, in 2015, a STEYR 4110 Profi CVT with special tires was purchased for use as a low-impact tractor.

A big surprise on their wedding day.

When was the last of those tractors, the 4110 Profi CVT, supplied to the farm? On their wedding day - immediately after the betrothal ceremony. The parents of the bride wove this into the events of the day in collaboration with the agricultural machine supplier *Landmaschinen Steimle* from Holzhausen. They surprised the married couple as they left the registry office with this brand-new tractor, immediately dubbed the 'Bride's Bulldog'. Junior boss Florian from *Landmaschinen Steimle* and his girlfriend Julia congratulated the freshly minted married couple

on their wedding, and of course to their new Profi CVT. Christina Lackermeier and her husband Roland were highly delighted. Not least because of this, May 15, 2015 is going to remain in their memories for a very long time to come.



Experience Center

INTERVIEW

STEYR UP CLOSE AND PERSONAL.

The STEYR Experience Centre in St. Valentin provides a most fascinating insight into the world of STEYR, and makes it possible to experience the production process right up close and personal. We spoke to the manager, Wolfgang Müller.

Mr. Müller, what can you tell us about the STEYR Experience Centre?

The Experience Centre in St. Valentin was opened at the end of 2012. Since that time, we have received more than 40,000 guests from many nations, and they have taken part in our guided tours of the plant, our presentations and our events. From surveys, we know that our customers are very interested in finding out how and where their machines are built. Which is precisely what they can do in our Experience Centre.

How can STEYR fans register for a tour? Are there fixed dates?

The first Wednesday in the month is reserved for private individuals, and entry is free of charge. You can enrol by e-mail to planttours_stvalentin@cnh.com or by phone. Our number is +43 (0)7435/500-0. Larger groups of up to 50 people should enrol a few months before their desired visit date. For group guided tours of this size, we charge a lump-sum of €350, and we provide our guests with coffee, pastries and non-alcoholic beverages.

Which highlights can visitors look forward to?

Our guests experience the ultra-modern production of our tractors - from individual components through to the completed machine. They also learn all about the latest technologies and developments. Then, at the end of each tour, there is of course the opportunity to visit our STEYR Fanshop.

**Enrol at +43 (0)7435/500-0
or by e-mail to
planttours_stvalentin@cnh.com**

What can you tell us about the Skywalk and about the new 'Experience Cinema'?

High above the cab assembly building, our Skywalk gives visitors some fascinating insights into our tractor assembly operation. Our visitors feel like they are right in the thick of things. Directly inside our production building is the new multimedia cinema. Guests sit on air-suspended tractor seats, making every film into an experience. It's really great!

Is it also possible to test drive a STEYR?

Since 2014 we have a training and test track on our plant site. A vast array of different models can be test driven under realistic practical conditions. Also, technologies like S-TECH can really be put through their paces. For groups of up to 25 people, we can offer a Ride & Drive package on request.

Many thanks for talking to us!



Wolfgang Müller is the proud manager of the new STEYR Experience Centre in St. Valentin.

Achim Bauer and Katja Besselmann from
bio company 'Bauers Garten' in front of
their tractor fleet.



STORY

PROFIS FOR FINE VEGETABLES.

ACHIM BAUER'S BUSINESS, 'BAUER'S GARTEN' IN THE SOUTH PFALZ VILLAGE OF WINDEN IS ONE OF THE MOST PROFESSIONAL AND ONE OF THE LARGEST BIO-VEGETABLE GROWERS IN THE WHOLE OF GERMANY. THREE STEYR PROFI CVT TRACTORS ARE IN DAILY OPERATION THERE. A DOCUMENTARY BY PETER BERNDGEN.



At an early stage, Katja Besselmann and Achim Bauer spotted that their future opportunities lay in ecological vegetable growing. They started out in 1992 with the clear vision of producing outdoor vegetables for the healthfood wholesale business. Ever since then, their business has plotted a steady growth course. Now the business owning couple are cultivating more than 100 hectares.

Clear focus.

At the present time, more than 30 vegetable cultures are being planted. These extend from the radicchio to celery to black cabbage. Bauer and Besselmann made their choice carefully: Winden, a village in the South Pfalz region, is one of the sunniest communities in Germany. Also, the predominantly good clay and loam soils provide a great wealth of nutrition.

Potential identified at an early stage.

"One success factor was certainly getting into this market at an early stage. We were pretty much pioneers when it came to the production of fresh vegetables in accordance with Bioland directives", explained Achim Bauer reflectively. "In broad terms, the demand for food with 'ecological origin' credentials is rising. Of course, we have always remained loyal to our marketing outlet. Since we set up in business, we only supply fresh vegetables for the healthfood wholesale business",

reported Katja Besselmann, a trained graduate agriculturalist.

The right timing is what counts.

Despite a favourable climate, Achim Bauer and his team – at peak times up to 55 harvesting assistants - the key thing is to maximise the use of agronomically favourable time windows, for example in the combating of weeds: "We must catch precisely the right growth stage for young weeds", judged this experienced biogardener. This is why all planting operations are organised along highly professional lines. There are now more than 20 tractors in the *Bauer's Garten* fleet.

STEYR Profis fit the concept.

Key machines since the middle of last year are three Profi CVTs, used primarily to sow plants and to combat weeds. "With the Profi CVT, STEYR has scored a great success", stated Bauer. He regards the responsiveness and ride characteristics as unique: "The transmission with double clutch technology changes gear very smoothly, without any interruption in traction. That is very important to us when setting off in a vehicle. This delivers more comfort, not just for the driver but also for operating personnel, for example those on board the planting machine. The modern FPT engine does its job well, delivering great elasticity even at low engine speeds. Modern, environment-friendly engines with up to



90% less by way of emissions do of course fit in very well to our concept of ecological cultivation".

An important purchase argument: Service.

Service was also a key reason for choosing these Profi tractors. Marcel Binger from *Binger Landtechnik* takes care of all service and maintenance work on the fleet at *Bauer's Garten*. "Having a dependable service partner is important to us. We keep our workforce as small as possible. We delegate all maintenance and service work here to our local dealership. That ensures that we stay operational much better", assessed Achim Bauer.



DOCUMENTARY

A GREAT COMBINATION.

4130 PROFI CVT AND 6160 CVT FOR HIS FARM IN THE COMMUNITY OF NEU WULMSTORF.
A DOCUMENTARY BY PETER BERNDGEN.

Technical failsafe qualities, operational safety and flexible operation of machinery all have an ever more important role to play on the construction depot premises in Germany. Which is precisely why I recently decided at a construction depot in the community of Neu Wulmstorf, right at the city limit of Hamburg, to purchase myself two fully equipped STEYR municipal tractors - a 4130 Profi CVT and a 6160 CVT. In terms of municipal applications, Neu Wulmstorf is a community of extremes. On the one hand: Comparable application conditions to a large city, since large parts of this district border directly on the metropolis of Hamburg. On the other hand: The extensive and almost small village structure. Then there is the fact that one of Europe's largest logistics centres is located on the territory of this municipality. In particular, landscape management in the North of Germany entails soft embankments, a large number of moorland sites and an extensive area of municipal woodland, all of which are challenges for people and technology.

This tractor is the better all-rounder.

About one year ago, Harald Heins took over the management of this construction depot. "When purchasing a replacement Unimog it became clear to us that need to rationalise what are in part personnel-intensive processing operations, but we also need to continue using a high proportion of the existing attachments", reported Heins reflectively. After examining various concepts, he eventually chose two STEYR tractors, and these were supplied to him by *Mager & Wedemeyer*.

Flexible all-year-round service.

In Neu Wulmstorf, further commitment to the two tractors is the name of the game at present, each with a different power rating, and each used in various different workplace applications. With our purchase, we placed value on having the identical driving and operating concept. The rear and front attach-

ment areas are also identical on both models, since this is of particular relevance to municipal work. This delivers multiple advantages in practice. For example, the rear hitch has 12V and 24V connection ports and cable attachment and separate wiring. Quick-release couplings for hydraulic connections or the Hydrac Auto-Lock system are identical on both machines. That means shorter retooling times and greater operating comfort.

Drivers appreciate comfort and safety.

Drivers are very satisfied with the way these tractors perform in practical applications: Good all-round visibility, a spacious and comfortable cab with excellent air conditioning and - something very important in winter - a powerful heater. All of which speak highly in favour of STEYR. Also, the gain in comfort is achieved through a range of small equipment details. These for example include the rotary seat, the high-quality co-driver seat or the high-view window for the upper part of the front working area. In total, these two STEYR tractors are in operation each year for almost 1000 hours. As well as their usual municipal work, e.g. winter service with snow plough and salt spreader, the tractors are also used for landscape management work. For this, a Dücker UNA 500 front boom verge mower was installed. The drivers praise the manoeuvrability of the models, combined with maximum stability when stationary - very important when working on embankments or rain retaining basins.



DOCUMENTAR

AN EXCEPTIONAL PURCHASE.

MICHAEL HAGENAUER AND HIS NEW TERRUS CVT.



After just a few weeks, Michael Hagenauer announced that he had enjoyed nothing but good experience with his new Terrus CVT, which he purchased on 18 January this year. This wood-chip producer from Auerbach in the Innkreis district deliberately chose the most powerful model in the STEYR family. "In our line of work, power is the key thing", he stated, "and that's exactly what the Terrus CVT delivers." He is entirely satisfied with this power pack. It is the one he now uses most frequently, and he appreciates its PTO shaft power. "All wonderful", he said as he appraised the rear-mounted PTO.

Why did he decide in favour of the Terrus CVT? Hagenauer grinned. "It is a little unusual to be the first to have a new machine." So what does he appreciate most about this new tractor: "For me, comfort has a big role to play. The rotary seat really comes into its own on a long working day." Then, you have the cost-effectiveness, the Best in Austria quality and the superlative service support from *Schwarzmayr Landtechnik* - all important arguments for the purchase.

Johann Häusler, shown here with his children Anna and Johann, can always depend upon his STEYR tractors.



STORY

TWO POWER PACKS FROM ST. VALENTIN.

JOHANN HÄUSLER FROM DEISENHOFEN IN THE RURAL DISTRICT OF DILLINGEN HAS NOW OPTED TWICE FOR POWERFUL STEYR TRACTORS ON HIS FARM.

Effortlessly, the STEYR 6130 CVT belonging to Johann Häusler cuts its furrows across the field. Or rather, the 5-blade plough it is towing does that, preparing the land for the sowing of maize seed. "The 6130 is the carthorse on this farm", explained the young farmer. "It goes into operation whenever performance and engine power are needed." Either on the field, working the land, or for the transporting of slurry and maize silage – Johann Häusler can count upon this 6-cylinder tractor in any situation. This family-owned farm has a total surface area of 60 hectares, primarily given over to the growing of maize, inter-seasonal fruits and grain crops. The modern dairy shed is home to 150 cows and the farm's breeding females. As a consequence, there is always a lot to do on the farm, which is why this tractor clocks up easily 700 hours every year. "Over the last five years, this machine has never once let me down.

The level of reliability, now for over 3500 hours, is exceptional," explained Häusler.

The forging of an emotional bond

"My favourite machine is now my one-year old STEYR 4130 CVT, which is simply a real delight to drive. The engine, transmission and suspension are perfectly matched", stated Häusler. This manoeuvrable 4-cylinder vehicle is a genuine jack of all trades: "Equipped with a front hitch, it can handle all the work in the farmyard. And it performs really well out on the fields too. Here we used the tractor primarily for sowing, spraying and fertilising." A great help with this comes from the STEYR S-TECH system that enables the tractor to stick to its allotted track to an accuracy of two centimetres. This really simplifies work a great deal, particularly when sowing seed at night.

Ease of operation.

Whenever there is a lot of work to do in the fields, Häusler can count on the support of his brother and his father as drivers. That is why he wants machines that are easy to operate. "Even my father, now more than 70 years old, gets on fine with operating this vehicle", explained Häusler. The tractors leave no wish unfulfilled in terms of equipment. Comfort levels - ease of operation - are always good too - with the front hitch and PTO shaft, the suspended front axle or the automatic air conditioner. "It was important to me for both machines to be identical in terms of size and capabilities, and the same applied to engine power. This means that either tractor can do the work of the other one. For emergencies, there is a workshop in which I have total confidence." With Hans Ayrlé in charge of agricultural technology in the nearby town of Steinheim, this box is also firmly ticked.

TOBIAS MORETTI: ACTOR AND FARMER.

THE DARLING OF THE TYROLEAN PUBLIC ABOUT HIS GREAT PASSION FOR AGRICULTURE.

Tobias Moretti is a genuine darling of the public. Every since the Piefke saga, where he played the role of Tyrolean farm lad and ski instructor Joe, he has played a wide variety of characters in his own inimitable manner. This has made him a great many fans at home and abroad. It can therefore come as no surprise to learn that, in April this year, he was once again voted the most popular cinema and TV actor in Austria, and was able to collect his seventh Romy award. There is however one role that Moretti does not act - instead, he loves it: He is an active hill farmer



Tobias Moretti during a tour of the plant

clearly self-evident. Our Tyrolean is entirely satisfied with his two STEYR tractors.

and cattle breeder on his 400-year old farm near Innsbruck. He obtained the training required for this at the agricultural college in Katsdorf. Like every other 'young farmer', the actor was not afraid to get to grips with the practical aspects of this work, from the ground up so to speak.

The fact that Moretti needed not only to have the specialist expertise but also the appropriate working implements is

Which STEYR tractors are we looking at here, on the farm of Tobias Moretti?

Tobias Moretti: A STEYR Multi 4105 and a 15-series STEYR from 1958.

Since when have these tractors been in service, and how many working hours has each one now clocked up?

Tobias Moretti: I've had the Multi since 2015, and it has now clocked up 300 operating hours. I purchased the 15 series last year. That was the tractor that I sat on at my neighbour's farm when I was a child, and that occupies a special place in my mind.

What are the operations you use the Multi for most frequently?

Tobias Moretti: We are a small mixed activity hill farm (Zone 4) which means that I can only tackle my pasture land work with a Mähtrac and tractor, but the Multi comes into its own for planting vegetables and for forestry work.

How well has it performed to date?

Tobias Moretti: Very well indeed. The Multi is, as its name states, a talented and versatile piece of equipment. In particular, the mixture of modern technology and traditional handling make it uncomplicated, easy to understand, robust, durable and - in a nutshell - really likeable.

Does Tobias Moretti work with this tractor himself?

Tobias Moretti: Yes, of course I do. In our part of the world, we are not accustomed to having contractors do the work for us in the way they do for big farms on flat terrain, and my machines are very precious to me anyway. That applies not only to the Multi but also to the extreme-terrain appliances like the Mähtrac and Transporter.

What personal impressions have you formed so far?

Tobias Moretti: In my view, and also from a practical standpoint, I am very proud that we have succeeded in bring STEYR back to the places to which it was

associated in our youth: Indestructibility, combined with state-of-the-art technology, and all of that is pretty much produced exclusively in Austria once again. Which is, as we know, not something that is easy to accomplish.

Why did you decide in favour of STEYR?

Tobias Moretti: The connection was established by my brother Gregor, whose cultural projects are supported by STEYR. Following much closer involvement with the farm, and with this particular model, the decision was taken. You see, at that time, I was on the verge of extending my farm operations to include vegetable growing.

Can small-scale farming in Tyrolia and indeed in Austria actually survive?

Tobias Moretti: Yes, it can I can say that because we have specialised. We are a 100% bio-organic farm.

Many thanks for talking to us!

THE STRONGEST.

THE NEW TERRUS CVT.



SRI.at

2 models with rated powers of 271 and 300 hp respectively, and a continuously variable CVT double-clutch transmission.

- Up to 313 hp maximum engine power
- Best power-to-weight ratio: payload of up to 5,500 kg payload
- Up to 11,058 kg rear lift capacity, and 5,821 kg at the front
- Ex factory: S-GUIDE autoguidance, headland management
- Easy-Tronic II and ISOBUS Class III
- Hydraulic power of up to max. 223 l/min
- The HI-eSCR exhaust technology assures optimum performance levels with minimal fuel consumption and exhaust emission levels, without a particle filter and without exhaust gas recirculation
- Tested top marks for efficiency in the DLG-Powermix with fuel consumption of just 249 g/kWh
- 4-speeds rear PTO and 2-speeds front PTO

With its ideal power-to-weight ratio, the Terrus CVT is predestined for transport operations and for field work.



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