

NEW STEYR® TERRUS CVT WINS GERMAN DESIGN AWARD

Latest version of flagship tractor takes 'Excellent Product Design' prize / Prestigious scheme governed by German Design Council and judged by a jury of 37 design experts / Award recognises Terrus CVT's blend of style and function /

St. Valentin, November 26, 2021

The new second-generation STEYR® Terrus CVT has been named an 'Excellent Product Design' winner in the German Design Awards, the premier honours of the German Design Council, which have been given since 1953. The winning designs were determined by a jury of 37 noted design experts spanning 10 nationalities and representing not only the design industry, but also business, academia and science.

Winner of the 'Industry' category, the Terrus CVT tractor was recognised for its blend of style and function. The recently-introduced second-generation Terrus CVT range, which comprises three models from 250-300hp with standard CVT transmissions, has been further refined to include an even higher standard of premium operator accommodation with enhanced ergonomics and comfort, combined with an exterior design that blends tough and rugged features with a strongly-styled 'personality'.

Significant areas of the new Terrus CVT's form and style have been reworked, ranging from the exterior – such as the restyled engine hood – to the interior of the operator's cab. As a business machine, the styling exercises involved in reimagining the Terrus CVT have been carefully calculated to blend form with function and create a tractor in which style has purpose and addresses everything that customers need both in the field and on the road.

"We are really pleased at this latest recognition of CNH Industrial's design commitment to blending style with product quality, capability, efficiency and sustainability," says David Wilkie, director of the CNH Industrial Design Centre.

"It also recognises the unique identity of STEYR, which as the European tractor specialist brand of CNH Industrial has a reputation for style that matches the one it has for quality."

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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