

## **Your partner to rely on: STEYR SERVICE.**

*STEYR is not satisfied simply with building the finest tractors. It also provides the best standard of service - now even more than ever before. An intensive programme of investments in its After-Sales division is intended to deliver direct and tangible evidence of the STEYR brand promise – Your partner to rely on - with products such as the STEYR Service Van or with the new service packages which go by the name of STEYR PROTECT.*

St. Valentin, 10 June 2016



### **With immediate effect, STEYR is providing its customers with an even better service**

"The STEYR brand stands for absolute reliability. We work ceaselessly on the further development of our tractors to do justice to the constantly rising expectations of our customers. At the same time, we of course wish to provide our customers with the best possible standard of service. Which is why we are investing so heavily in our After-Sales division" stated John Mollaghan, Service Support Director EMEA for STEYR.

The STEYR service team also ensures that roadside and on-site repairs can be conducted whenever possible by the STEYR Service Van, and that spare parts can be supplied within 24 hours. STEYR Service also collaborates with CNH Industrial Capital to provide individual financing solutions. Then there is STEYR PROTECT, to provide three comprehensive support packages for peace of mind now and into the future: STEYR PROTECT Gold includes a maintenance contract, an extended warranty and a telematics package. STEYR PROTECT Silver comprises a maintenance contract and extended warranty, while STEYR PROTECT Bronze simply provides a maintenance contract.

To provide this new service offering with a face and an independent character, STEYR Service has been created. In the form of a source of smart technological expertise, STEYR Service presents itself directly to STEYR customers as a dependable partner. This enables product benefits and services to be communicated across several media channels in an appealing and credible manner.

"We are proud of the fact that our brand claim "Your partner to rely on" can now be experienced directly in our service division", stated Marie Mouton, EMEA Brand Communications Manager at STEYR .

\*\*\*\*

**You can find more information about STEYR tractors at [www.steyr-traktoren.com](http://www.steyr-traktoren.com)**

*For more than 60 years, STEYR has stood for leading edge technology from Austria. The company manufactures tractors to the highest standards of quality, with 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 optimum levels of productivity and economy in the farming, 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).*

**Reprinting free of charge, please forward a receipt!**

**For more information, please contact:**

Cecilia Rathje  
Tel: +43 7435 500 634

Public Relations Officer Europe  
Brand Communication STEYR

e-mail: [cecilia.rathje@cnhind.com](mailto:cecilia.rathje@cnhind.com)  
[www.steyr-traktoren.com](http://www.steyr-traktoren.com)