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Steyr "Team Multi" – a milestone at Agritechnica

Employees stake their good name on it / Exclusive team design as a symbol of world-class manufacturing / Fully electronic front hitch control hailed as a milestone of agricultural technology

A Steyr Multi with unusual design proved to be a crowd puller at the Agritechnica 2013. The Steyr Multi bore the names of all employees at the Steyr plant in St. Valentin who were involved in the production process. This made it a real eyecatcher at the Agritechnica special exhibition "Milestones of Agricultural Technology".

"The background to this not totally commonplace design is the wish to make clear how many qualified personnel were actively involved in its production and personally identify with the product. In this way we also want to draw attention to the high quality standards and high-class, "Made in Austria" workmanship," Gabriele Hammerschmid, Steyr Marketing Director, explained.

And it wasn't only the design that received a lot of attention, but also the technology presented by Steyr; the Steyr Multi was hailed as a milestone in agricultural technology – primarily on account of the integrated EFH electronic front hitch control with ground pressure control.

It has a ground pressure control and adapts automatically to the terrain. This means driving on a slope is more safe, it protects the grass and makes for more. For example, the ground pressure of the front-mounted mower can be continuously adjusted from the cabin during travel.

But the EFH is also used in arable farming. For instance, it is used with a front roller to prepare the seedbed, thus ensuring that the seed can grow evenly.

Further information on Steyr tractors can be found at www.steyr-traktoren.com

Steyr has been synonymous with leading technology and high-quality machinery for more than 60 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.

CNH Global N.V. is a leading manufacturer worldwide of agricultural and construction machinery. With the support of more than 11,600 dealers in over 170 countries, CNH combines the knowledge and experience of the Case IH and New Holland brands with the strengths and resources of its worldwide sales, manufacturing, customer service and financial services organisations. CNH Global N.V. is listed on the New York stock exchange (NYSE:CNH) and is in majority ownership of Fiat S.p.A. (FIA.MI). More information about CNH and Steyr, Case IH and New Holland products is available online at www.cnh.com.

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