



**press contact:**  
René J. Laglstorfer  
mobile: +43 (0)676 880 86 634  
tel.: +43 (0)7435 500 634  
fax: +43 (0)7435 54 709  
e-mail [rene.laglstorfer@caseih.com](mailto:rene.laglstorfer@caseih.com)  
[www.caseih.com](http://www.caseih.com)

## PRESS RELEASE

Open house days a major success at the end of June 2013

# Steyr@home attracted more than 13,500 visitors to St. Valentin

## Presentation of everything new / Open-air concert at plant / Premiere for the new Steyr tractor series and for the Fiat Industrial Village

**St. Valentin, June 2013** | More than 13,500 people took up the invitation to attend the open house days at Steyr - the Austrian tractor brand - in St. Valentin, Austria. Following the motto "Steyr@home – 360 degree innovation and tractor technology", visitors had plenty to discover. In addition to interesting presentations of new products, such as the Steyr Multi and Steyr Kompakt ecotech, there were exciting tours of the plant and music groups Global Kryner and Franky Leitner provided up-beat entertainment during the open-air concert.

*"We are delighted that so many visitors enjoyed our colourful programme of events. The success of Steyr@home is further proof that the agricultural technology sector is still thriving and can attract a huge number of people. Our objective was to provide our guests with a comprehensive insight into our plant, our wide range of products and the technology in the AG industry. The open days successfully managed to do that",* says Andreas Klauser, President & CEO of Steyr and Case IH, as well as COO of Fiat Industrial EMEA.

## Premiere for Steyr Profi CVT series and Fiat Industrial Village

The new tractors in the Steyr Profi CVT series celebrated a world first at the Steyr open house days. These innovative all-rounders feature the very latest technology and round off the continuously variable transmission offering in the mid power class. *"From concept and development through to manufacturing, these universal tractors are made in St. Valentin from start to finish",* says Vice President of Steyr and Case IH, Matthew Foster. At Steyr@home this year there was more to see than just tractors: for the first time the most modern trucks from the Fiat Industrial Group were on display at the Fiat Industrial Village, and exhibits ranged from a military vehicle and the electric-powered Iveco Electro Daily Transporter to Iveco Magirus fire trucks. What prompted this display at the open days was the merger of Fiat Industrial into the CNH Group, to which the Steyr brand belongs. By combining the successful businesses in agricultural engineering, construction machinery and commercial vehicles, their know-how and expertise has been brought together under one roof and the St. Valentin location has expanded as the headquarters for Europe, Middle East & Africa.

For more information visit [www.steyr-traktoren.com](http://www.steyr-traktoren.com)

# STEYR

Photos to download (click on link in file name)

*Photos courtesy of Steyr Tractors*



[01 Steyr home.jpg](#)



[02 Steyr home.jpg](#)



[03 Steyr home.jpg](#)

# STEYR



[04 Steyr home Global Kryner.jpg](#)



[05 Steyr home Franky Leitner.jpg](#)

---

STEYR represents more than 60 years of industry-leading technology from Austria and specialises in tractors of the highest quality, exceptional comfort and high value retention. The impressive range of Steyr tractors features the very latest technical innovations and customer-oriented solutions. This guarantees the highest productivity and efficiency in the agricultural, forestry and municipal sectors. The Steyr dealership network offers optimum customer service on location.

**STEYR is a CNH brand.**

CNH Global N.V. is a leading manufacturer worldwide of agricultural and construction machinery. With the support of more than 11,500 dealers in over 170 countries, CNH combines the knowledge and experience of several 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 Industrial.