

SPECIAL EVENT MARKS STEYR TRACTOR'S 70TH ANNIVERSARY.

For no fewer than 70 years, STEYR Tractors have been inextricably linked with agriculture and forestry in their native country of Austria. In honour of this anniversary, STEYR Brand President Andreas Klauser held a convivial get-together at the company's Experience Center in the St. Valentin tractor plant.



St. Valentin, 21.9.2017

Seven decades of success.

On Thursday 21st of September, around 300 special guests joined STEYR Brand President Andreas Klauser at the Experience Center in the St. Valentin factory plant to celebrate the 70th anniversary of this traditional Austrian brand. The event was opened by the Deputy Governor of the region, Dr. Stephan Pernkopf and the evening was compered by Jutta Mocuaba from national TV channel ORF's regional studio in Upper Austria. Many representatives from the worlds of politics, business and the press rubbed shoulders with actors Gregor Bloéb and Tobias Moretti and top Austrian Beach Volleyball pair Clemens Doppler and Alexander Horst, all there to offer their congratulations and to recount on stage a series of interviews about their own experience with STEYR tractors.

As part of these celebrations, the Beach Volleyball duo of Doppler & Horst, who are sponsored by STEYR and who only missed the title by a tiny margin at the Beach Volleyball World Championships in early August, were awarded a 'Finalist Bonus' from STEYR Tractors to the value of €5000.

Speaking about the unexpected gift, Alexander Horst said, "There is something as true of sport as it is of farming: You only reap what you sow. It is therefore all the more important to be able to rely upon one another. And with STEYR, we have found a great partner".

Tractors from yesterday and today.

The STEYR tractor plant in St Valentin is one of the world's most modern production facilities for agricultural vehicles- but on this occasion, the company premises were dedicated to celebrating this anniversary. Guests were able to see close up a large number of vintage tractors, illustrating the many years of company history, and to admire the company's current product range.

“At first glance, the Type 180 from 1947 and the new Terrus CVT appear to share nothing in common. However, there is one thing that has not changed in 70 years, and that is the passion that goes into the development of STEYR tractors. Which means that there is something every bit as true now as it was 70 years ago - you can always depend on STEYR - and we are proud of that fact”, stated Klauser.

The finest of live music and a showcase act

Hans-Peter Gratz & Band provided the musical entertainment. The showcase act with a STEYR 6165 CVT was as impressive as the concluding fireworks that lit up the skies above St. Valentin with every colour of the rainbow.

To find further information about STEYR tractors on the Internet, please visit www.steyr-traktoren.com

For more than 70 years, STEYR has stood for top-notch quality from Austria and has specialised in the manufacture of tractors to the highest standards of quality, 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.

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