

STEYR TRACTORS NOW AVAILABLE IN LATVIA

Latvia can now rely on STEYR: Together with Amazone SIA, the Latvian market leader in agricultural machinery, Austria's most traditional tractor manufacturer is now targeting the Latvian market

St. Valentin, 04.07.2018

STEYR tractors on their way to the Baltic

In the STEYR headquarters in St. Valentin, a new chapter in the success story of the traditional brand STEYR was opened: in intensive cooperation with the Latvian agricultural machinery dealer Amazone SIA, STEYR is now also bringing its tractors to Latvia.

Peter Friis, Network Development Director STEYR EMEA, is very pleased with this move: "Amazone SIA has built up a wealth of experience in sales and maintenance of agricultural machinery over the last few decades and has a broad, quality-conscious customer base - just right for STEYR tractors. We see this new partnership as an opportunity to strengthen our market position in Latvia. "

First class partner in Latvia

Amazone SIA was founded in 1993 and has since then established itself as the Latvian market leader with the import of agricultural machinery and implements (including Amazone, Grimme, Krone and Annaburger) and their maintenance. As a STEYR partner, the family business, which currently employs around 40 people and also operates its own 1200-hectare test farm, will now also sell the full line of STEYR tractors for agricultural, industrial and municipal customers, as well as all STEYR service products.

Baiba Mikala, owner of the Amazone SIA company, comments: "Our customers expect their machines to be of the highest quality - I am therefore very pleased that they can now rely on tractors from the brand STEYR."

The respective contracts were signed on July, 3rd in St. Valentin.

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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