

STEYR BOOSTS PRESENCE IN THE IBERIAN MARKET

Relaunch for the iconic STEYR brand with new exclusive distributor Farming Agrícola. Representation all across Spain and Portugal with premium equipment strategy. Future market development based on the excellent reputation of the STEYR brand customer orientation and innovation

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2019 will see the relaunch of the STEYR brand on the Iberian peninsula. Based on the brand's excellent reputation, STEYR and Farming Agrícola as new exclusive distributor will boost the future market development all across Spain and Portugal. In early February 2019, Juan Carlos Delgado, owner and managing director of Farming Agrícola, and Xavier Autonell, business director of STEYR Iberia signed an exclusive representation partnership and representation contract, thus merging expertise, customer orientation and constant innovation from Austria and Iberia.

Based in Palencia in northern Spain, Farming Agrícola is a company with a family tradition and a strong network of distributors and retail stores in both Spain and Portugal. With almost 40 years of experience in the import of premium agricultural machinery in the Iberian market, and currently 80 members of staff, Farming Agrícola is a strong partner offering global solutions for agricultural and livestock operations.

Premium brand with quality and innovation

Even though the use of STEYR tractors was largely limited to the Iberian forestry sector in the past, the brand has an excellent reputation in the premium segment. Juan Carlos Delgado says: "Our philosophy is based on offering the highest quality and innovation to our customers. We bet on brands with a strong tradition and investments in R&D, and for that reason we are very pleased to be able to include the STEYR brand in our portfolio."

Xavier Autonell, Business Director STEYR Iberia, highlights that the STEYR team is equally excited about this new opportunity: "The STEYR brand has a very good reputation in Iberia and we see a great potential for STEYR to fully satisfy the needs of Iberian customers. We are glad to work alongside Farming Agrícola which is known for serving demanding customers' needs. They share the same values with the STEYR brand: their professionalism and experience in agricultural machinery will be a real asset to relaunch this iconic and premium brand in our market."



PRESS RELEASE

More information about STEYR tractors is available on the internet at www.steyr-traktoren.com.

STEYR has been synonymous with leading technology and high-quality machinery for more than 70 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.

STEYR is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.

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