

STEYR PLANT IN SANKT VALENTIN: NEW RECORD OF VISITORS

Record of visits at the STEYR Headquarter with nearly 10% increase of visitors registered at the Sankt Valentin plant. Visitors discover our full product range and appreciate a real behind the scene experience.

St. Valentin, 21.03.2019

Sankt Valentin is STEYR global headquarter, and is where the biggest majority of our machines are produced. Every year, thousands of visitors come to visit us, in order to discover how STEYR tractors are brought to life.

In 2018, we registered almost 14 000 visitors in our STEYR plant in Sankt Valentin, which represents an increase of nearly 10% compared to previous years. The majority of our guests are STEYR customers, but we also have the pleasure to welcome students, politicians and other special interest groups and industry partners.

This past year, we have organized VIP customers events where our customers can enjoy an exclusive plant tour experience and Ride and Drive sessions on our in-house test track.

Our guests are welcomed in the Experience Center where they can see first-hand our latest models in the spacious display area, and discover our full product range thanks to a dedicated presentation in the auditorium.

Following this introduction, our team of professional guides leads our guests throughout the entire manufacturing facility where they can watch our advanced production processes in action and discover the power of our Research and Development resources.

In addition, the customers also have the possibility to experience driving STEYR tractors thanks to our exclusive test track and take a souvenir home with them after visiting our trendy new Fan Shop.

More information on how to book a plant tour can be found on our website at the following [link](#).

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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