PRESS RELEASE

STEYR CERVUS CVT WINS TRACTOR OF THE YEAR 2027 HIGHPOWER AWARD

6440 Cervus CVT recognised as Tractor of the Year 2027 in the HighPower category / International jury honours flagship 360-435hp tractor range for performance, innovation and operator comfort / Award announced at EIMA 2026

At a Glance

- STEYR 6440 Cervus CVT has won the Tractor of the Year 2027 award in the HighPower category.
- The award was announced at EIMA 2026 in Bologna, Italy.
- The Cervus CVT range covers 360-435hp and is manufactured in St. Valentin, Austria.
- Features include a new 60kph CVT transmission, Cursor 9 engine and optional central tyre inflation system (CTIS).
- The award follows a series of international design and innovation recognitions received by the Cervus CVT since its first preview in 2025, including the Red Dot Design Award.

St. Valentin, November 10, 2026

The STEYR® 6440 Cervus CVT, the leading model in the new Cervus CVT range, has been named Tractor of the Year 2027 in the HighPower category. Announced on the opening day of EIMA 2026 in Bologna, Italy, the award recognises the tractor's combination of high power, advanced transmission technology, operator comfort and operational efficiency. The accolade adds to a growing list of international recognitions for the Cervus CVT range, which marked STEYR's successful entry into the 360-435hp segment and expanded the brand's presence in the high-horsepower tractor market.

International recognition for engineering excellence

Established in 1998 by the Italian magazine *Trattori*, the annual Tractor of the Year awards are judged by a panel of independent agricultural journalists representing 25 countries. The jury evaluates tractors from manufacturers around the world, assessing innovation, performance, efficiency, comfort and overall contribution to modern farming.

The HighPower category is dedicated to tractors producing more than 300hp. Following evaluation of entries from global manufacturers, the jury selected the 6440 Cervus CVT as the category winner for 2027.

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Why the Cervus CVT stood out
Developed for modern large-scale farming operations and contractors, the Cervus CVT brings together high horsepower, compact dimensions and excellent manoeuvrability in a package designed to meet the evolving needs of today's professional farming businesses.

Available with outputs from 360hp to 435hp, the range balances power and versatility across a wide variety of applications, from heavy draft work to transport and PTO-driven operations. Key features include a new four-range 60kph S-Control CVT transmission, optional central tyre inflation technology (CTIS) for improved traction, reduced soil compaction and enhanced transport efficiency, an independent suspended front axle and a premium cab environment.

Manufactured at STEYR's St. Valentin facility in Austria, the Cervus CVT represents the latest expression of the brand's commitment to combining advanced engineering with practical customer benefits.

Recognition from the industry's experts
"It's fantastic to see the STEYR Cervus CVT recognised with the Tractor of the Year 2027 HighPower award," says Markus Putz, product marketing at STEYR.

"The Cervus CVT was developed to deliver the power, productivity and efficiency required by today's professional farming businesses while maintaining the comfort and ease of operation expected from a STEYR tractor. This award confirms that the innovations built into the range are delivering real value for operators and are being recognised by some of the most respected experts in the agricultural machinery industry."

Key Facts

Feature	Specification
Award	Tractor of the Year 2027
Winning model	6440 Cervus CVT
Power range	360-435hp
Engine	FPT Cursor 9
Transmission	60kph S-Control CVT
Manufacturing location	St. Valentin, Austria

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STEYR has been synonymous with leading technology and high-quality machinery for more than 75 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.
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