PRESS RELEASE

STEYR BRINGS ITS STRONGEST EVER AGRARIA LINE-UP TO WELS 2026

New Spezial F CVT and Spezial F CVT Municipality headline display / Austrian debut for Cervus CVT / Impuls CVT joins latest-generation tractor line-up / Expert S-Control 8 expands customer choice / STEYR FieldOps and Parts & Service complete the display

At a Glance

- New Spezial F CVT makes its Agraria debut
- Public premiere of the Spezial F CVT Municipality
- Tractor of the Year 2027 HighPower winner Cervus CVT shown in Austria for the first time
- New Impuls CVT joins the latest STEYR tractors on display
- Expert S-Control 8 expands transmission choice
- Dedicated focus on forestry and municipal applications
- STEYR FieldOps, Connectivity Included and FLEETPRO precision farming solutions on display
- Latest STEYR Parts & Service solutions presented
- "STEYR Market Leader Bonus – Generations of Trust in STEYR" retail campaign launched around Agraria
- Visit STEYR in Hall 20 | Stand 10a at Agraria 2026, Wels, Austria, November 25-28

St. Valentin, November 17, 2026

STEYR® will present one of its most comprehensive Agraria line-ups to date at the 2026 edition of the fair, showcasing new tractors and technologies for agriculture, forestry and municipal applications. Taking centre stage in Hall 20 | Stand 10a will be the new Spezial F CVT alongside the public premiere of the Spezial F CVT Municipality version, joined by the Cervus CVT at its first Austria show.
The line-up will also feature the new Impuls CVT and Expert S-Control 8, complemented by the latest STEYR precision farming, connectivity and customer support solutions. Further models from across the STEYR tractor range will complete the offering, highlighting the breadth of solutions available to customers.

"Agraria is a very special event for STEYR as it gives us the opportunity to present our latest innovations to our home audience," says Gunnar Hauser, Business Director Austria, STEYR. "Our 2026 display demonstrates what STEYR stands for: practical innovation, premium comfort, reliable performance and specialist expertise. From

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farming and forestry to municipal operations, we offer solutions designed around our customers' needs, backed by local support they can rely on."

New Spezial F CVT headlines Agraria display

The new Spezial F CVT marks the brand's return to the specialist tractor segment. Developed for high-value specialist crop operations, it combines compact dimensions with premium operator comfort, CVT transmission technology, connectivity and advanced precision farming capabilities.

Agraria will also host the public premiere of the new Spezial F CVT Municipality version. Combining manoeuvrability, versatility and operator comfort, it extends the capabilities of the new range to year-round municipal and public-service applications. Together, the two versions underline STEYR's specialist expertise and focus on solutions tailored to demanding professional applications.

Cervus CVT makes Austrian debut

Agraria visitors will have their first opportunity to see the new Cervus CVT on home soil. The range marks a new chapter in STEYR high-horsepower tractor development, combining Austrian engineering with performance, connectivity and operator comfort. At EIMA International 2026 in Bologna, the Cervus CVT was crowned Tractor of the Year 2027 in the HighPower category. It has also received international recognition for its design, earning both the Red Dot Design Award and the BIG SEE International Design Award.

The latest Impuls CVT range will also be on display in Wels, combining premium comfort, intuitive controls and connected technologies in a versatile package for mixed and arable farming. Its redesigned styling and upgraded operator environment underline STEYR's continued focus on modern design, technology and operator experience.

New Expert S-Control 8 expands customer choice

The new Expert S-Control 8 adds a double-clutch transmission with eight powershift steps to the STEYR Expert range.

Designed for customers seeking robust performance and straightforward operation, it combines ease of use and value with the comfort and technology customers expect from the Expert family.

Specialist solutions for forestry and municipalities

STEYR will also highlight its expertise in forestry and municipal applications. A Cervus CVT will demonstrate the brand's capabilities for demanding forestry work, while the Spezial F CVT Municipality and Expert Municipality will showcase solutions for professional municipal operations.

Together, these tractors underline STEYR's ability to offer purpose-built solutions beyond conventional agricultural applications.

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Precision farming and customer support
Visitors can also discover the latest developments in STEYR FieldOps™, Connectivity Included and precision farming technology. These solutions bring machine, agronomic and fleet data together to help customers optimise operations and make more informed decisions.
Precision guidance solutions from FLEETPRO™ will also be presented, providing additional aftermarket options for customers looking for an entry-level solution to enhance the capabilities of existing machinery.
The stand will also showcase STEYR Parts & Service solutions designed to support machine performance and uptime throughout the tractor lifecycle, including genuine parts, expert service and tailored maintenance programmes.
Alongside its Agraria presence, STEYR will promote the **"STEYR Market Leader Bonus – Generations of Trust in STEYR"** retail campaign, celebrating the brand's long-standing position in the Austrian tractor market.

Visit STEYR at Agraria 2026
Visitors can discover the latest STEYR tractors, technologies and services in **Hall 20 | Stand 10a** at Agraria 2026, taking place at Messe Wels, Austria, from **November 25-28, 2026**.

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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