

SDF CELEBRATES 23RD BUSINESS CULTURE WEEK WITH SPECIAL OPENING OF THE SAME MUSEUM

**New agricultural technology exhibition will be open to visitors on Sunday
17 November from 9 a.m. to 12:30 p.m. and from 2 p.m. to 6 p.m.**

**A journey into SDF innovation: from yesterday's mechanical tractors to today's
self-driving robots**

Treviglio (Bergamo, Italy), 11 November 2024 – The SAME Museum and the SDF Historical Archive (both at Viale Cassani 15, Treviglio) will open their doors to the public on Sunday 17 November, from 9:00 a.m. to 12:30 p.m. and from 2:00 p.m. to 6:00 p.m. Visitors will be able to go on a journey through agricultural technology, retracing the innovations that SDF has created and applied to tractors and agricultural machinery throughout its history.

The exhibition curated by the SDF Historical Archive is part of the **Settimana della Cultura d'Impresa (Business Culture Week)**, the annual series of events promoted by Confindustria and Museimpresa, now in its 23rd edition, which this year runs from 14 to 28 November and is titled "*Hands that think. Artificial intelligence, art and culture for the relaunch of enterprise.*"

From the fields to software and on towards more and more intelligent tractors, self-driving tractors and electric robots, the exhibition spans three stations in the SDF Showroom and will revolve around the technologies developed over the years by the Treviglio-based multinational, a leading player in innovation in agricultural mechanisation worldwide.

The first station will be dedicated to the new 5115 DF TTV autonomous tractor by DEUTZ-FAHR, presented a few days ago in Bologna at the EIMA International Agricultural Fair 2024, while the second will feature the autonomous and electric BakusL robot by VitiBot, designed for working in vineyards. The third station, reserved for visitors over the age of 14, will offer a virtual reality gaming experience. Wearing visors, visitors will be able to test their mechanical assembly skills by playing with the components of the virtual tractor.

In the SAME Museum, visitors will be able to immerse themselves in a comparison between past and present to see the design differences between the mechanical tractors of yesterday and the machines equipped with modern technology of today. Documents from the SDF Historical Archive's culturally important collections will be interspersed with 3D models, graphics and videos, emphasising the complementary nature of technology, culture and human value for business innovation.

The exhibition will be open exclusively on Sunday, 17 November 2024, from 9 a.m. to 12:30 p.m. and from 2 p.m. to 6 p.m. Entrance is free of charge and no reservations are required.



Press Release

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SDF

SDF, an Italian multinational with its headquarters in Treviglio (Bergamo, Italy), is one of the world's leading manufacturers of tractors, agricultural harvester machines, electric self-driving tractors and diesel engines. It distributes its products under the SAME, DEUTZ-FAHR, Hürlimann, Grégoire and Vitibot brands. The product range consists of tractors from 25 to 336 CV HP and harvesters with power outputs up to 395 HP. Over almost a century of history, the company has been a driving force in mechanising the agricultural sector, forged its own path to become a leading international enterprise and played a key role in spurring the digital transformation of agriculture, and now produces smart tractors conceived to increase operational efficiency and productivity in keeping with the precepts of Agriculture 4.0. SDF has 9 production plants, 13 commercial branches, 2 joint ventures, 155 importers and over 3,100 dealers worldwide and a global workforce of more than 4,400 employees. In 2023, the company registered revenues of 2,031 million euros, with an EBITDA of 15.9%. www.sdfgroup.com