



PRESS RELEASE

New Lamborghini range, expression of strength and style.

Serralunga d'Alba, 2nd October 2013; Lamborghini Trattori has presented the new 2014 tractor range to its sales network and to the international press, a perfect combination of innovation and style in agriculture. A range characterized by innovative design by Giugiaro, particular attention to detail and cutting-edge technological solutions, elements which give rise to an inimitable style, conceived for those who also want to stand out from the crowd when at work in the field.

The new models are a combination of performance, comfort and design, which expresses the ethos of the Lamborghini brand, always alive with advanced technical development from its origins up to the present day.

Three ranges were presented. Lamborghini Mach VRT, the new flagship of the raging bull brand with up to 265 horsepower, a constant variable transmission coupled with top class technology and comfort. The Lamborghini Spark series, with tractors from 120 Hp to 190 Hp, offered with four or six cylinders, Powershift or VRT, with a wide choice of models and versions to be operational in all situations: Lamborghini Nitro and the new Lamborghini Nitro VRTs, machines from 90 Hp to 130 Hp for a medium power range with a strong and decisive character.

In keeping with its non-conformist character, Lamborghini Trattori chose the evocative scenery of the Fontanafredda estate to present the new models. A choice that kicks off the recent partnership with the important Fontanafredda in Serralunga D'Alba (Piedmont) winery which shares with Lamborghini Trattori the values of being Italian, attention to quality and continuous technological research. The event was also an opportunity for a roundtable discussion dedicated to the Lamborghini Trattori legend involving Vittorio Carozza, Chairman of SAME DEUTZ-FAHR, Tonino Lamborghini, Chairman of Gruppo Tonino Lamborghini, Giorgetto Giugiaro, President of the executive committee of Italdesign Giugiaro and Lodovico Bussolati, CEO of SAME DEUTZ-FAHR, who was particularly proud of the work accomplished: "The new range unveiled today is the result of investment in research and development in recent years. These machines, following the Lamborghini legend, stand out for their attention to design and provide maximum efficiency in field use".



Information on SAME DEUTZ-FAHR

SAME DEUTZ-FAHR, with headquarters in Treviso (BG), Italy, is one of the world's main manufacturers of tractors, harvesters, agricultural machinery and diesel engines. Its products are sold under the brands DEUTZ-FAHR, SAME, Lamborghini Trattori, Hürlimann, Grégoire and Lamborghini Green Pro. The tractor range covers a power span from 23hp to 270hp and the combine harvester range from 100hp to 395hp.

Globally, SAME DEUTZ-FAHR has seven production sites, 12 commercial branches, three joint ventures and trade agreements, 141 importers, over 3,000 dealers and employs more than 3,100 people. In 2012 the Group recorded revenue of 1,188 million Euros with a net income of 6.1%.

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