

**PRESS RELEASE****DEUTZ-FAHR logo: unmistakable power**

*Lauringen, June 17, 2013;* DEUTZ-FAHR has marked the progress of farming technology with innovative projects. With this orientation and aiming to pursue ever more fervently its positioning strategy, the German brand renews its logo.

Maintaining the values and characteristics of its own history, DEUTZ-FAHR interprets them in a symbol that stands for dynamism and mechanical power, an emblem that represents its strong, decisive and ambitious personality. The new design originates from a longstanding collaboration with Giugiaro Design, which, using the stylistic lines of our products, created a distinctive and unique profile that conveys a sense of innovation, technology and design - representative values of the German brand.

The launch of the logo is also a chance to renew the DEUTZ-FAHR merchandising offer by creating an all-new collection with various lines specifically designed for individual audiences. You can take a sneak peek at the first new products at [www.collection.deutz-fahr.com](http://www.collection.deutz-fahr.com) , and the catalogue will be added to as the next Agritecnica 2013 event approaches.

**About SDF:**

SAME DEUTZ-FAHR (SDF) Group, with headquarters in Treviglio (Bergamo), Italy, is one of the world's main manufacturers of tractors, harvesters, agricultural machinery and engines. Its products are manufactured and sold around the world under the brands SAME, DEUTZ-FAHR, LAMBORGHINI Trattori, LAMBORGHINI GREEN PRO, HÜRLIMANN and GRÉGOIRE.

The tractor range comes with powers from 23 to 270 HP and harvesters range from 100 to 395 HP.

SDF, which employs more than 3,100 individuals around the world, recorded a revenue of 1,187.8 million euros in 2012 and EBIT totalling 6.1% of revenue.

**Press information:**

Ruggero Cavatorta

Tel. +39 0363421262

[ruggero.cavatorta@sdfgroup.com](mailto:ruggero.cavatorta@sdfgroup.com)