

Valtra wins the prestigious Red Dot Design Award 2016

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The Valtra T234 has won the prestigious Red Dot Design Award in the Product Design category (Red Dot Award: Product Design 2016). The Red Dot Design Competition is the biggest and one of the most respected design competitions in the world. Over 5200 products from 57 countries were entered in this year's competition, and the jury comprised 41 independent design industry professionals from around the world.

"On behalf of the entire Valtra company, I would like to say how proud we are to receive the most internationally recognised and prestigious honour in the field of design," states Jari Rautjärvi, VP and Global Brand Lead, Valtra. "The award is recognition of the high level of Finnish design, innovation and quality."

The Valtra T4 Series is the result of seven years of research and development. It is also the first product in the completely new model generation in which the latest technical innovations and the new generation design language have been brought together. In addition to creating the clean lines of the exterior, the design work focused especially on usability, ergonomics, safety, durability, serviceability and productivity of the machine.

"Our systematic focus on industrial design that we began many years ago is now bearing fruit. This design focus allows our new generation of tractors to take customer needs into consideration even better than before and to create a truly world-class product. Winning the Red Dot Design Award also reflects the excellent team spirit that we enjoyed throughout the entire development project among all team members, without which this kind of success would not have been possible," says Kimmo Wihinen, Design Manager at Valtra and chief designer of the T4 Series.

Valtra has a long tradition of employing advanced industrial design in its products since the 1960s. In addition to creating attractive tractors, industrial design has always been applied to improve the working conditions of tractor operators and productivity. Over the decades the basic principles of Scandinavian design have played a vital role in creating Valtra's high-quality and respected brand.

Valtra's fourth generation tractors have been sales successes since their launch and won numerous international awards. The N4 Series was named Machine of the Year 2016 and won the Golden Tractor for the Design 2016 award, while the T4 Series was named Machine of the Year 2015. Valtra last won the Red Dot Award in 2011 for its ANTS concept tractor.

The Red Dot Design Competition began in the 1950s and awards are given in three categories: Product Design, Communication Design and Design Concept. This year's Red Dot Design Award will be presented on 4 July at the Aalto Theatre in Essen, Germany.

Source: Valtra EME , AGCO Deutschland GmbH