

John Deere forager receives Red Dot Award for Product Design

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John Deere's innovative 8000 Series self-propelled forage harvesters are once again in the spotlight, having been recognised with a 2016 Red Dot international design award for excellent product design.

A jury of independent design specialists from 41 countries chose the forager out of more than 5200 entries from 57 countries by applying stringent selection criteria. Product categories for the 2016 awards ranged from consumer electronics and communication to fashion, lifestyle and sports.

"The revolutionary new design of the John Deere 8000 Series self-propelled forage harvester reflects the innovative technology and functionality of these machines," said Professor Matthias Schönherr, a former Porsche design specialist who was mainly responsible for the design of the new forager. "Styling also plays an important role, as it expresses the brand and quality values of a machine."

"This coveted award is an integral part of the 8000 Series product success story," said Christoph Wigger, John Deere Region 2 Vice President, Sales and Marketing. "Often assessed as being of secondary importance, an entirely new design gives engineers the unique opportunity to start from scratch as they aim to enhance efficiency and productivity."

John Deere's 8000 Series range of self-propelled forage harvesters is manufactured in Zweibrücken, Germany, and consists of eight models from 380 to 845hp. Fully integrated with a suite of precision farming tools, these machines represent state-of-the-art technology and are designed to provide ultimate chopping performance in grass and maize for both livestock feed and biogas production.

Source: John Deere GmbH & Co. KG; ASM Public Relations Ltd