



Steyr Plus

IMAGE SOURCE: Steyr; CNH Industrial N.V

## German Design Award win for new Steyr® Plus tractor range

14 December 2023 by Steyr

- The STEYR® Plus tractor range, with models from 80-120hp, has won the Excellent Product Design award in the Utility Vehicles category at the German Design Awards.
- The German Design Council recognized the Plus series for its innovative design that combines modern aesthetics with practical functionality, catering to customer and market needs.
- The Plus series succeeds the Kompakt range and reintroduces the Plus name, aiming to compete in Europe's largest tractor market segment with a distinctive style and advanced specifications.
- Design features of the new Plus tractors include a grille with louvre stripes for optimal engine airflow, contrasting worklight bezels for enhanced lighting, and a hood design that offers both sharp styling

and good forward visibility.

- The Plus models boast increased hydraulic power, full cab suspension for comfort, a brake-to-clutch feature, and a new front axle-mounted hitch designed for hilly terrain.
- STEYR's Plus tractors are equipped with the latest technology, including S-Connect telematics for tractor-to-cloud data transfer and S-Tech auto guidance with automated steering to improve efficiency and provide accurate data for business decisions.
- CNH Design Director David Wilkie expresses pride in the team's work on the STEYR Plus, emphasizing the importance of design in creating equipment that is both stylish and highly practical.

**Recently-introduced 80-120hp five-model series recognised for style with practical purpose in prestigious German Design Council scheme / Awarded key prize for Excellent Product Design in Utility Vehicles category / New tractors succeed Kompakt series and see return of Plus name**

The ultra modern yet practical styling of the recently-introduced 80-120hp Plus series **STEYR®** tractors, which marks the return of a revered name to the brand's line-up, has been acknowledged by the German Design Council, which has granted the new range a prize for Excellent Product Design in the Utility Vehicles category of the German Design Awards.



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Recognised for setting international standards for innovative design developments and competitiveness, the German Design Awards are judged by an international jury of leading experts from across multiple design disciplines. According to the German Design Council, their remit is to seek competence in design innovation and a sharp focus on the demands of customers and the market.



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With five models from 80-120hp, the new STEYR Plus series, which replaces the Kompakt range, brings back a revered name, but to compete in the largest volume portion of Europe's tractor market, STEYR's design and engineering teams recognised the Plus had to offer a distinctive style and specification. In addition to giving the tractors a sharp new look, the new Plus styling uses the stylish louvre stripes of the grille's centerpiece to also ensure maximum engine air flow. Black worklight bezels contrast with the white surrounds and enhance lighting, while a pointed and advanced hood edge blends sharp styling and good forward visibility. The new style matches fully with the front power take-off option, and the optional unique STEYR axle-mounted front hitch, while the styled lower hood elements are easily removable without tools, for simple service access.



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Plus models offer more hydraulic power, greater comfort from full cab suspension, a brake-to-clutch feature, and a new front axle-mounted front hitch particularly for hilly conditions. The creation of the new models saw STEYR reverse the typical development approach, with the Plus tractors pioneering new styling despite their relatively low horsepower, and being available with a full suite of the latest productivity-boosting technology, including S-Connect telematics for automated tractor-to-cloud data transfer from the field, and S-Tech auto guidance with automated steering, for maximum efficiency, minimal fatigue and the provision of accurate data to aid informed business decision-making. The result is futuristic yet functional, with a focus on practical aspects such as visibility and serviceability.



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“The **CNH** Design team is really proud to have seen their efforts in styling the new STEYR Plus recognised in this way,” says David Wilkie, Design Director at CNH.

“It’s a fitting acknowledgement of the importance of good design in creating not only stylish equipment, but also machines that provide maximum practicality.”



David Wilkie, Design Director at CNH

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**TRACTORS**