



STEYR Plus wins Bio Intelligent Design Award

IMAGE SOURCE: STEYR

STEYR Plus wins 'Bio Intelligent' Design Award

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- STEYR Plus 80-117hp tractors win the BIG SEE Product Design Award for their blend of style and practical features.
- The award was presented at a ceremony in Slovenia, a key market for STEYR.
- The Plus models, launched less than 12 months ago, feature new styling by David M. Wilkie, CNH Head of Industrial Design.
- The tractors are equipped with FPT engines that meet Stage V emissions regulations and are replacing the Kompakt series.

- The Plus range includes innovative technology like S-Guide steering automation and S-Fleet telematics to enhance efficiency and reduce environmental impact.

BIG SEE Product Design award for latest STEYR tractor range / Recognizes blend of style and practical features with benefits for performance and for the environment /

The new STEYR Plus 80-117hp tractors, aimed at Europe's most popular power band, have earned yet another accolade, with a BIG SEE Product Design Award presented at a ceremony in Slovenia, one of STEYR's key markets.

Launched less than 12 months ago, the five Plus models are the first in the STEYR line to receive striking new styling created by a team led by David M. Wilkie, CNH Head of Industrial Design. The latest in the string of design prizes earned by the Plus, the Product Design Award is part of BIG SEE, a south-eastern Europe initiative that began in the early 2000s and seeks to 'become the global springboard for a responsible, Bio Intelligent Generation' in South East Europe – hence BIG SEE.



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The four-cylinder Plus tractors, all featuring **FPT** engines that meet stringent Stage V emissions regulations while helping users keep fuel consumption low, replace the Kompakt series, and STEYR aims to emulate their success as some of the most popular tractors in Slovenia and many neighbouring countries in central Europe. The Plus range blends fresh styling with innovative technology designed to help maximise efficiency and minimise environmental impact.

Competing in a power bracket that is the largest by volume in Europe, the Plus series has been styled to give it stand-out impact, but to do so with practical features prioritised. For example, a new integral high-performance lighting package eases operator strain and ensures safety for the driver and others around the tractor. In the restyled cab, a full suite of precision farming technology, including S-Guide steering automation and S-Fleet telematics, is available for the first time at this power level, automating key functions to minimise

driver fatigue and maximise fuel efficiency.



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“STEYR Plus has won multiple awards since its introduction, and we are delighted to add this one to its collection,” said David Schimpelsberger, business manager at STEYR Traktoren, who accepted the prize alongside Primož Gubensek, CEO of ITRO d.o.o., STEYR’s Slovenian importer, at the BIG Design festival in Ljubljana on October 11th.

“STEYR has long been known for the style of its tractors, an integral part of a design package that includes product quality and technical features at all power levels. It is really pleasing to see this recognised once more in one of STEYR’s strongest markets. The BIG SEE award underlines our design focus on an integrated blend of style, sustainability and productivity.”

Source: STEYR

TRACTORS