



Debut for STEYR® Plus At Austria's premier countryside event

IMAGE SOURCE: STEYR

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- STEYR® officially launched its new Plus tractor series at the Burning Hen Festival in Austria.
- The new Plus series features 80-117hp models with a fresh design, replacing the Kompakt range.
- The Plus series has already won four design awards: German Design Award, iF Design Award, Red Dot Design Award, and BIG SEE Product Design Award.
- Key features include a 40kph 24F/24R transmission, electro-hydraulic powershuttle, S-Stop II, increased hydraulic power, and mechanical cab suspension.

- The Burning Hen Festival, organized by hektar Media, served as an ideal launchpad due to its focus on rural innovation and progress.

Burning Hen Festival plays host to official launch of new range / New 80-117hp models introduce fresh look to STEYR® tractor line-up / Aimed at Europe's most popular sector /

One of Austria's most important rural festivals has recently provided the official launchpad in its home country for one of STEYR®'s most important new tractor ranges in a generation, the new Plus series.

The Burning Hen Festival, which this year took place on October 12th at the Hohenhaus Tenne Schladming, is organized by Austrian multi-channel company hektar Media. It is promoted as the focal point for everyone who wants to challenge the status quo in rural areas and promote the countryside and its young people.



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Covering everything from agriculture and forestry to crafts, tourism and village culture, it brings together people from across the countryside, with a programme to 'provide inspiration and motivation for all those who want to make progress on land'.

It was this background that made the Burning Hen Festival the ideal event at which to officially launch the new 80-117hp Plus tractor series in STEYR's home market, believes Peter-Philipp Hampel, head of STEYR Operations Europe.



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"As the first models in the STEYR range to receive new styling designed to set apart our tractors in a popular and competitive power sector, the Plus range already has four design awards to its name – the German Design Award, iF Design Award, Red Dot Design Award and the BIG SEE Product Design Award," he points out.

"With the Plus, we have returned a revered name to the STEYR line, replacing the Kompakt range with models that offer a 40kph 24F/24R transmission with two-speed powershift and electro-hydraulic powershuttle and standard S-Stop II, allowing one-foot drive disengagement and braking, plus more hydraulic power and mechanical cab suspension. These are the features demanded by the sort of forward-thinking people who attend Burning Hen Festival, so here was a great place to launch the Plus."

Source: STEYR

TRACTORS