



Hanover, 8. November 2015

The WARRIOR Lightshow in 4 points:

- Unique light show at Agritechnica
- New limited WARRIOR Edition of the 6190 TTV and Cshift tractors
- Special limited-edition models with HELLA LED lighting package
- Driving and working lights, indicators and rotating beacons light up in time to the music

DEUTZ-FAHR AND HELLA PRESENT SPECTACULAR LIGHT SHOW AT AGRITECHNICA.

WARRIOR tractors light up in time to the music.

DEUTZ-FAHR came up with something very special for the presentation of the limited WARRIOR Edition at Agritechnica. Together with the lighting expert HELLA they make the lights on the black special models light up to the beat of to the music.

For this purpose, the driving and working lights, indicators and rotating beacons are turned into 'stage lights', wired up individually so that they can be controlled from a light mixing desk and light up with pinpoint accuracy and perfectly in time. The spectacular WARRIOR Lightshow can be seen several times a day at the DEUTZ-FAHR stand in Hall 4, booth C36.

WARRIOR stands for special limited models from DEUTZ-FAHR. With the WARRIOR Edition DEUTZ-FAHR wants to appeal to the individualists among farmers and contractors. Building on the success of the 7250 TTV WARRIOR, which has been on sale since spring 2015, DEUTZ-FAHR is now offering the new 6190 TTV WARRIOR and 6190 Cshift WARRIOR models only on the German market. Besides paintwork in brilliant black, the WARRIOR package comes with exclusive special equipment including stainless steel trim for the exhaust, a flashing XENON light, a WARRIOR foot mat in black, a radio with USB port, 650/65 R42 tyres as well as a three-year extended warranty.

Part of the special equipment are the WARRIOR LED working light packages with up to 16 working headlights. DEUTZ-FAHR wants to specially emphasise this highlight with the spectacular WARRIOR Lightshow.

Caption: The three special WARRIOR models from DEUTZ-FAHR

PRESS RELEASE



Information about the company:

DEUTZ-FAHR is technological excellence at the highest level, a range characterised by productivity, from tractors to combine harvesters and a wide range of equipment.

www.deutz-fahr.com

www.facebook.com/DeutzFahr

<http://www.youtube.com/user/deutzfahrvideo>

SAME DEUTZ-FAHR, Treviglio: SAME DEUTZ-FAHR is one of the world's leading manufacturers of tractors, harvesters and diesel engines. SAME DEUTZ-FAHR products are distributed under the brands DEUTZ-FAHR, SAME, Lamborghini Trattori, Hürlimann, Grégoire and Lamborghini Green Pro. The tractors division covers a performance range from 23 to 340 HP, and the harvesters division from 250 to 395 HP.

SAME DEUTZ-FAHR covers 8 production plants, 13 commercial branches, 2 joint ventures, 141 importers and over 3,000 dealers worldwide and employs a global workforce of over 4,300 employees. In 2014 the company recorded a turnover of over 1.2 million euros, with an EBIT of 6.2%.

HELLA KGaA Hueck & Co., Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with around 32,000 employees at 100 locations in more than 35 countries. The HELLA Group develops and manufactures lighting, electronic components and systems for the automotive industry. HELLA also has one of the largest trade organizations for automotive parts, accessories, diagnostics, and services within Europe. Complete vehicle modules, air-conditioning systems, and vehicle electrical systems are also produced in joint venture companies. With more than 6,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. In addition, with preliminary sales of approx. 5.8 billion euros in fiscal year 2014/2015, the HELLA Group is one of the top 40 automotive parts suppliers in the world and one of the 100 largest German industrial companies.

For additional information, please contact:

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