



PRESS RELEASE

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DEUTZ-FAHR *Driver Extended Eye* technology wins a silver medal in the Agritechnica Innovation awards 2015

An international committee of experts awarded DEUTZ-FAHR a silver medal in the Agritechnica Innovation Awards 2015 for the *Driver Extended Eye* innovation, a camera-based system which focuses on safety.

The contest, promoted by DLG, the organizing authority of Agritechnica tradeshow in Hannover, has the aim to emphasise forefront technologies and innovative concepts that are able to contribute to the evolution of agricultural equipment and machinery, to show new functions or improve known processes.

The increased dimensions of agricultural machinery, has created restricted visibility, especially in the front area of the tractor. With *Driver Extended Eye* technology DEUTZ-FAHR aims to increase safety, especially on high-power and large machines, reducing all those industry accidents caused by the wide blind spot in the front area of the tractor. This concept is based on new camera system technology, which has an intelligent Control Unit capable of managing up to 6 cameras. One of those cameras detects humans and calculates the distance of the human obstacle. The tractor receives an input that prevents any movement of the tractor until the individual is in the blind spot in front of the tractor. The system also includes additional cameras which are used to extend the view of the driver to the left and to the right hand side at the front of the tractor. This is important when addressing an intersection with obstacles in the corner that the driver cannot see.

This new advanced technology has been developed by DEUTZ-FAHR, together with the organisation BFFT, a design company in the automotive sector who specialise in smart applications, such as parking sensors and self-driving cars. The *Driver Extended Eye* technology will be available from the end of next year in the DEUTZ-FAHR range.

DEUTZ-FAHR stands for technological excellence at the highest level with a range characterised by high productivity, from tractors to combine harvesters and auxiliary equipment.

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About SAME DEUTZ-FAHR

SAME DEUTZ-FAHR, based in Treviglio (Bergamo), Italy, is one of the world's leading manufacturers of tractors, harvesters and diesel engines. Its products are distributed under the brands DEUTZ-FAHR, SAME, Lamborghini Trattori, Hürlimann, Grégoire and Lamborghini Green Pro. The power of its tractors ranges from 23 to 340 HP, while the power of its harvesters ranges from 250 to 395 HP.

SAME DEUTZ-FAHR has 8 production plants, 13 commercial branches, 2 joint ventures, 141 importers and over 3,000 dealers worldwide in addition to a global workforce of over 4,300 employees. In 2014, the company recorded a turnover of €1,210 million with an EBIT of 6.2%.

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