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Four facts about the DEUTZ-FAHR ARENA:

- a new customer centre in Lauingen
- 38,000 cubic metres of interior space and 3,800 square metres of floor space
- a new museum and exhibition hall together with a catering area, cinema and training rooms
- more than 10,000 visitors and 3,000 dealer training sessions a year

New customer centre.

The DEUTZ-FAHR ARENA. Another step into the future ‘Made in Germany’.

Now that the new tractor factory in Lauingen on the Danube is almost complete, the SDF Group has taken another step towards the future. The new DEUTZ-FAHR ARENA, a state-of-the-art visitor and training centre, is being built on an area covering 3,800 square metres, directly facing the new assembly plant.

In total, the entire complex offers interior space measuring 38,000 cubic metres. The two-storey building includes a tractor showroom, the DEUTZ-FAHR museum, a cinema and a shop, as well as conference and training rooms. An extensive test track is also being planned. Here visitors will be able to find out all about this brand of high-tech tractors made in Germany, experiencing individual models up close and in person.

‘The visual design of the DEUTZ-FAHR ARENA is a perfect match for the new tractor factory. Both building sites now represent the DEUTZ-FAHR brand essence excellently – high technology made in Germany,’ says Rainer Morgenstern, spokesman for the management board of DEUTZ-FAHR in Germany. ‘Furthermore, many possibilities have opened up thanks to the new infrastructure, presentation and conference technology, as well as the gastronomy on offer. In the future, we will receive more than 10,000 visitors a year here and train 3,000 dealers with cutting-edge equipment.’

Construction of the new DEUTZ-FAHR ARENA began in May 2016. The site will be complete and ready for use in the beginning of 2017.

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

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Information on SDF

SDF, with Italian headquarters in Treviglio (Bergamo), is one of the leading manufacturers of tractors, combine harvesters and harvesting machinery. It distributes its products with the brand names DEUTZ-FAHR, SAME, Lamborghini Trattori, Hürlimann, Grégoire, Lamborghini Green Pro and Shu-He. The tractors range from 23 to 340 hp, while the harvesting machinery ranges from 32 to 395 hp.

Throughout the world SDF has 8 production sites, 13 commercial branches, 2 joint ventures, 141 importers and over 3,000 dealers, with over 4,100 employees worldwide. In 2015 the company recorded a revenue of € 1,390 million and an EBITDA of 9%.

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