

PROFILE

STEYR has been the leader in the tractor market in Austria since 1947.

The company's trademark red-white-red design was created in conjunction with the Plus series in 1967. The 80 series and particularly the current models of the STEYR Kompakt, 9000 MT, Profi and CVT series demonstrate how consistently STEYR adapts its products as well as its development and production cycle to rapidly changing market demands.

Steyr exports around 60 percent of its products, largely to Germany, Switzerland, Italy, France and the Benelux states. The Scandinavian countries, southern and the east European states are gaining importance as new markets for municipal and forestry tractors.

In the past two years the company has invested around ?20 million in its key St. Valentin production and development plant.

PRODUCT RANGE

A total of 19 different Steyr tractor models are manufactures in St. Valentin, Austria.

It produces tractors for the so-called premium segment, which accounts for around 20 percent of the market in Europe. STEYR places targeted emphasis on quality. High-tech in the areas of transmission, comfort and application electronics, diverse options and customization are the focal points of the company's positioning in the markets.

The prize-winning CVT series is a typical example of this approach, with electronic tractor management and continuously variable transmission.

The full range of products can be viewed at:
<http://www.steyr-traktoren.com>