

STEYR recognized as Red Dot Design Award winner for Terrus CVT tractor

The Red Dot Design Award, one of the world's largest design competitions, has recognized the STEYR Terrus CVT tractor as a winner in the Product Design category. The Red Dot Label has become established internationally as one of the most sought-after marks of quality for good design.

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STEYR, a regional agricultural brand of CNH Industrial (NYSE: CNHI / MI: CNHI), has been awarded the prestigious 2022 Red Dot Design Award for its Terrus CVT Tractor, the latest in a series of accolades for this vehicle. The award is determined by an international design jury who, this year, evaluated a record number of international entries from companies and design studios. As a winner in the Product Design category, the Terrus CVT will feature in the next edition of the Red Dot Design Yearbook and will be present in the winners' area of www.red-dot.org.

The new Terrus CVT tractor combines style and function, blending a bold and rugged exterior design with a premium interior focused on operator comfort and ergonomics. In the cab, a passenger seat can also serve as an office table and the all-new Multicontroller III armrest is customizable to user preference or application requirements, making operation more intuitive, more enjoyable, and ultimately more productive.

The Red Dot Design Award honors the outstanding design work carried out by the CNH Industrial Design team and is the latest recognition of the Company's continued excellence in industry leading style and quality.

PRESS RELEASE

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