

OUR VALUES

WHAT MOTIVATES US



CULTURAL TRANSFORMATION



DEAR COLLEAGUES,

it's true: the world is getting more and more complex. People face a multitude of new tasks and challenges every day. In times like these, it's good to have something you can rely on. A firm belief in what's right, what's wrong and how things should be done.

Of course, this also applies for corporations. A value-driven company remains on course even in the most troubled of times. So it's a good thing that DEUTZ has always been interested in more than just profit or market leadership. After all, DEUTZ shaped the industrial revolution through pioneering spirit and innovation. Now, we are driving the next revolution – delivering efficiency, performance and sustainability for our customers. Our very purpose as engineers of progress lies in a strong community of people, working

together towards a common goal: to build the most advanced drive systems for professionals and provide outstanding performance to shape the world.

How do we achieve this goal? To answer this question, we have initiated a discussion within the company about principles. What drives us at DEUTZ? What is the deeper meaning of our work, and with what attitude do we approach our customers? You'll find the results in this guide. But don't just read it – go talk about it, discuss it with your colleagues, put it to the test at work and let your manager know what you think. After all, it's values that drive everything.

Enjoy reading!
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WE ARE **DRIVEN BY**
PASSION.

WE **MAINTAIN** OUR
PIONEERING
SPIRIT.

WE **VALUE** OUR
KNOWLEDGE.

WE **TAKE**
OWNERSHIP.

WE ARE **ONE**
TEAM.

WE ARE DRIVEN BY PASSION.



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Our mission is to inspire and think beyond our daily operations. We share, we create, we try ever new ways to achieve our common goals. And we are persistent: we learn from our mistakes and work to succeed.

WHY PASSION IS IMPORTANT.

We are engineers by heart, and like our drive systems, we want to drive things forward. The next industrial revolution needs passionate trailblazers. That's why we want to channel our positive energy into innovative technology. And we're going the extra mile to develop ever new opportunities. With this kind of burning passion, we can spark bold ideas and set minds on fire.

ASK YOURSELF:

- Am I motivated to go the extra mile?
- Am I a source of motivation for others?
- Do I inspire my colleagues?
- Do I look beyond the obvious in order to develop new opportunities?
- Do I make a difference?
- Why did I say "Yes" or "No"? Please think about it.
- If the answer was "No" – how can I/we improve it?

WHAT DO YOU THINK?

A large grid of dots for writing, consisting of 10 rows and 20 columns of small dots.

WE MAINTAIN OUR PIONEERING SPIRIT.



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We act with passion and courage, looking for new ideas and bringing them to life. We shape our industry by thinking ahead and setting trends in global markets. Our customers want innovative and outstanding solutions. And we deliver technologies for a sustainable future. Therefore, we create an environment for entrepreneurs: to embrace digitalization and to constantly enhance our products and procedures.

WHY SPIRIT MATTERS.

Our goal is to create technological momentum and energize our customers. But real pioneers are not driven by others – they are gifted with the right spirit. That's why we want to boldly go our own way and drive the next revolution ourselves. With our pioneering spirit, we develop the drive systems of the future, providing outstanding efficiency, performance and sustainability for our customers.

ASK YOURSELF:

- Do I come up with improvement ideas?
- Am I encouraged to come up with new or better ways of doing things?
- Do I encourage my team and/or colleagues to come up with new or better ways of doing things?
- Do I have enough space for creativity?
- Do I ask my customer for feedback to improve my performance?
- Do we solve customer problems quickly and effectively?
- Why did I say "Yes" or "No"? Please think about it.
- If the answer was "No" – how can I/we improve it?

WHAT DO YOU THINK?

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WE VALUE OUR KNOW- LEDGE.



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Our success is driven by expertise, and lifelong learning ensures our growth. We always put our knowledge to the test.

WHY KNOWLEDGE IS KEY.

If we truly want to improve our products and processes, our know-how must always be up to date. That's why we need to inspect and refuel our brains from time to time, questioning old habits while holding on to proven wisdom. If we learn something new, we can share that knowledge to allow others to strive and give something back. Because the first step to an outstanding drive system is the know-how behind it.

ASK YOURSELF:

- Do I learn something everyday?
- Do I value my knowledge?
- Does my job make good use of my skills and abilities?
- Do I allow myself and/or my team to make, analyse and learn from mistakes?
- Does my job provide opportunities to learn continuously and do challenging work?
- Does my manager support me in my learning and development?
- Do I transfer my knowledge?
- Why did I say "Yes" or "No"? Please think about it.
- If the answer was "No" – how can I/we improve it?

WHAT DO YOU THINK?

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WE TAKE OWNERSHIP.

As empowered, responsible individuals, we stand up for our decisions. And as soon as we have made decisions, we move with speed and take smart risks. We want to be held accountable: for our actions, our decisions and our agreements. We continuously strive to improve ourselves and our company.

WHY OWNERSHIP PREVAILS.

Decisions are made by people who show up. Ownership doesn't come easy, but it comes with success: If we want people to rely on us, we must stand up for what we believe is right, express our views and take reasonable risks. We will gain more authority and confidence, as our work ethics will improve.

ASK YOURSELF:

- Do I take personal responsibility for the results of my actions?
- Can I freely express my views without fear of negative consequences?
- Am I encouraged to take reasonable risks?
- Why did I say "Yes" or "No"? Please think about it.
- Am I held accountable for my results?
- If the answer was "No" – how can I/we improve it?
- Do I have enough authority to do my job well?

WHAT DO YOU THINK?

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WE ARE ONE TEAM



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We join forces – as employees, customers, suppliers and partners. Everyone is involved, everyone participates. We cooperate with trust, respect, integrity and transparency. Team members support each other, and we argue in a constructive way. We value dissent and respect diverse perspectives. This diversity serves a common goal, and the whole team is eager to win.

WHY TEAMS TRIUMPH.

Like our drive systems, the DEUTZ company is greater than the sum of its parts. The more connected and interconnected a team is, the better it works, the better it shares its workload and the better its results are implemented. Leadership must be based on task and expertise, not position. Only then can we transform our joint energy, build revolutionary drive systems and jump-start the future.

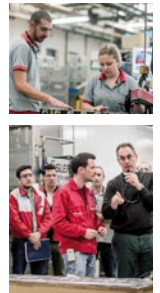
ASK YOURSELF:

- Do I encourage diversity and inclusion?
- Do I effectively share my ideas and resources in my team and across DEUTZ?
- Do I encourage others to challenge my own ideas?
- Am I easily approachable?
- Do I overcome significant barriers at work to doing my job well?
- Does my team receive high quality support from other divisions of DEUTZ we depend on?
- Do I receive clear and regular feedback on how well I do my work?
- Why did I say "Yes" or "No"? Please think about it.
- If the answer was "No" – how can I/we improve it?

WHAT DO YOU THINK?

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LIVE UP
TO OUR
VALUES
TOGETHER



The engine company.

