

PRESS RELEASE

Cologne, March 9, 2020

2020 German Stevie® Awards: Gold and bronze for the DEUTZ 'ELECTRIP' campaign for electric drive technology

- Accolades for DEUTZ and its 'ELECTRIP – GET ELECTRIFIED' marketing campaign at the 2020 German Stevie® Awards
- Gold in the category 'Viral Marketing Campaign of the Year' and bronze in the category 'Communications or PR Campaign'
- Official awards ceremony on May 8, 2020 in Berlin

DEUTZ AG and its 'ELECTRIP – GET ELECTRIFIED' marketing campaign celebrated a double success at the 2020 German Stevie® Awards. The engine manufacturer from Cologne scooped up a gold award in the category 'Viral Marketing Campaign of the Year' and a bronze award in the category 'Communications or PR Campaign'.

In 2018, DEUTZ had presented the ELECTRIP campaign at several international specialist trade fairs for off-highway equipment, such as the Intermat in Paris and bauma CHINA in Shanghai. A big ELECTRIP event in Cologne formed the heart of the campaign. International customers and representatives from politics, the media and trade associations participated in a week of events that included interactive live presentations of prototypes for telescopic handlers with electric or hybrid drive systems and all-electric boat drives developed by DEUTZ subsidiary Torqeedo. Video material providing insights into the construction and operation of these drive systems was distributed on web platforms and social media channels to complement the campaign's marketing and communications activities. "We are very pleased with the success of our ELECTRIP campaign. Its recognition at the 2020 German Stevie® Awards reaffirms that exploring new horizons – by pioneering electric-powered

solutions for the off-highway segment and using viral communication methods – is the right thing for us to do,” says Michael Wellenzohn, member of the Board of Management of DEUTZ AG responsible for sales, marketing and service.

The German Stevie® Awards are a set of awards for companies from Europe’s German-speaking regions. The official awards ceremony will take place on May 8, 2020 at the Adlon Kempinski Hotel in Berlin. Since 2002, annually eight international Stevie® Awards for specific topics or categories have been awarded.



GERMAN STEVIE® AWARDS



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Caption: DEUTZ AG’s marketing campaign for electric drive solutions ‘ELECTRIP – GET ELECTRIFIED’ was successful at the 2020 German Stevie® Awards.

Picture source: Stevie Awards, Inc.

The engine company.



Page 3

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About DEUTZ AG

DEUTZ AG, a publicly traded company headquartered in Cologne, Germany, is one of the world's leading manufacturers of innovative drive systems. Its core competencies are the development, production, distribution, and servicing of diesel, gas, and electric drive systems for professional applications. It offers a broad range of engines delivering up to 620 kW that are used in construction equipment, agricultural machinery, material handling equipment, stationary equipment, commercial vehicles, rail vehicles, and other applications. DEUTZ has around 4,900 employees worldwide and over 800 sales and service partners in more than 130 countries. According to provisional figures, it generated revenue of €1,840.8 million in 2019.

Further information is available at www.deutz.com.