

PRESS RELEASE

2021 German Stevie® Awards

DEUTZ wins triple gold for communications campaign at CONEXPO 2020

- Dialog despite coronavirus: DEUTZ wins award for its online communications campaign during the flagship trade fair
- Gold in the categories Crisis Communication Online, Community Engagement, and Influencer Management
- Virtual awards ceremony on May 20

Cologne, March 17, 2021 – DEUTZ was honored in three categories at the 2021 German Stevie® Awards for its successful online communications campaign during CONEXPO 2020. The engine manufacturer won gold in the categories Crisis Communication Online, Community Engagement, and Influencer Management. Visitor numbers at the leading international trade fair in March 2020 had fallen sharply due to the coronavirus pandemic, and as an exhibitor DEUTZ was only able to hold limited face-to-face meetings and talks. The company reacted promptly and launched its online communications campaign on the second day of the CONEXPO in Las Vegas.

To enable virtual trade fair visitors to also experience DEUTZ highlights, the company worked with the well-known influencer Dirt Monkey, reaching more than half a million followers. On his YouTube channel, Dirt Monkey reported on the first all-electric 360 volt drive system for JLG telehandlers and the DEUTZ Advanced Configurator, for example. The community reacted positively to this closer look at drive technologies and took the opportunity to speak to DEUTZ experts directly via interactive dialog formats. DEUTZ created a microsite, conexpo.deutz.com, to publish videos of its digital campaign and thus extend its trade fair presence online.

The engine company.



“We are immensely proud of our triple. Winning three gold 2021 German Stevie® Awards reinforces our commitment to offering our customers made-to-measure solutions and the best possible service and added value. With this in mind, we are digitalizing both our communications and, increasingly, our service offering,” says Michael Wellenzohn, member of the DEUTZ Board of Management responsible for sales, marketing, and service.

The German Stevie® Awards are a set of awards for companies from Europe’s German-speaking regions. The virtual awards ceremony will take place on May 20, 2021. Since 2002, eight international Stevie® Awards for specific topics or categories have been awarded on an annual basis.



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DEUTZ won three gold German Stevie® Awards in 2021 in recognition of its online communications campaign for the CONEXPO in Las Vegas.

The engine company.



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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. It generated revenue of €1,840 million in 2019. Further information is available at www.deutz.com.