

## PRESS RELEASE

Cologne, 21 August 2018

### **Successful digitalisation strategy: DEUTZ Connect app wins 2018 Red Dot award**

- Internationally renowned design award for DEUTZ Connect service app
- Intuitive user interface enables fast mobile engine diagnostics in the field
- DEUTZ is revolutionising the service procedure for its off-highway engines

DEUTZ, the innovative drive system specialist, has won an award for its DEUTZ Connect app in the internationally renowned Red Dot design competition. The 24 judges on the panel evaluated 8,600 entries from 45 countries before awarding DEUTZ Connect the prestigious Red Dot design prize. The accolade recognises the creative accomplishment and the excellence of the design. DEUTZ Connect is the first mobile engine diagnostic app for smartphones or tablets by DEUTZ. It displays all relevant engine data in real time, which can then be assessed using an intuitive user interface and transmitted directly to a service partner.

The free app is revolutionising the service procedure for DEUTZ off-highway engines in the field. For the first time, operators of construction equipment, tractors and other machinery can access engine data and the fault memory in the field via Bluetooth and send this information to the appropriate dealer with a single click. This ensures that service procedures are fast and precisely targeted. Fleet operators can also use the intuitive app to manage their engines and to specify servicing windows, for example.

Developed in partnership with ]init[ AG, a leading provider of digitalisation and IT solutions, the app's user interface and functionality set the benchmark for mobile service offerings in the B2B market. DEUTZ customers will appreciate the app's intuitive interface and the added value that it provides.

“The DEUTZ Connect app provides end users with an innovative and powerful tool that increases the efficiency of our engines' servicing and maintenance procedures. We are delighted to have won the Red Dot award, which praises the concept, design and technical implementation of the app. It will encourage us to press ahead with our forward-looking digitalisation strategy,” says Michael Wellenzohn, member of the DEUTZ AG Board of Management responsible for Sales, Marketing and Service.



## reddot award 2018 winner

Source: Red Dot GmbH & Co. KG



Caption: The DEUTZ Connect app's intuitive interface provides an excellent user experience.

Source: ]init[ AG

**DEUTZ Connect product video:** <https://www.youtube.com/watch?v=a1nfplSnfJQ>

For further information on this DEUTZ AG press release, please contact:

Public Relations

Michael Ziegler

Tel: +49 (0)221 822 2494

Fax: +49 (0)221 822 152 494

Email: [michael.ziegler@deutz.com](mailto:michael.ziegler@deutz.com)