

# DEUTZWORLD

THE CUSTOMER MAGAZINE OF DEUTZ-GROUP



EDITION

**01** 2021

THE CONTENT INCLUDES

## **COOPERATIONS**

Joining Forces.

## **DEVELOPMENTS**

The Versatile TCD 5.2.

## **DEUTZ SERVICE**

Always the Right Choice.





# VERSATILITY AND INNOVATION.

SHAPING THE MARKET OF THE FUTURE.

Around the world, DEUTZ is synonymous with growth, innovation, and sustainability. We have established ourselves as a successful technology partner in China, are launching our remanufacturing activities in the USA, and increasing the efficiency of our production sites in Spain by implementing the smart factory. We are also developing new engines with high power density, low operating costs, and long service life, such as the TCD 5.2. And we are working closely with other industry leaders to provide our customers with an even broader and more compelling offering. We are doing all this to maintain our position as a pioneer in the market, and to continue offering innovative and sustainable drive technologies that meet even the strictest emissions standards.

Want to find out more? Then why not take a look inside. I am pleased to offer you another fascinating insight into the international world of DEUTZ in the current issue of our customer magazine. I hope you enjoy reading it.

Sincerely,

A handwritten signature in black ink, reading "Frank Hiller". The signature is written in a cursive, flowing style.

Dr. Ing. Frank Hiller  
Chairman of the DEUTZ Board of Management



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# JOINING FORCES.

A NEW STRATEGIC PARTNERSHIP WITH JOHN DEERE POWER SYSTEMS, AN EXPANSION OF THE SUCCESSFUL COLLABORATION WITH SDF – TWO MAJOR INDUSTRY PLAYERS WORKING HAND IN HAND WITH DEUTZ.

It's not just the two partners that are excited about this tie-up. The trade publication Diesel Progress International has described the alliance between John Deere Power Systems and DEUTZ as "one of the most interesting, and possibly most significant, engine agreements within recent memory." The deal, which had been in the works for nearly a year, was made official in December 2020. The two specialists for innovative drive systems will now join forces to build a new engine in the power range up to 130 kilowatts.


DEUTZ CEO Dr. Frank Hiller believes that this agreement with the renowned US manufacturer is laying down a marker for the Company: "The fact that John Deere Power Systems has chosen



"DEUTZ is an independent engine manufacturer that has a great deal of experience with successful development alliances – both within our industry and with major agricultural machinery producers around the world. We benefit enormously from the economies of scale that these partnerships bring."

**Dr. Ing. Markus Müller,**  
Member of the DEUTZ Board  
of Management, responsible  
for research and development





“We are very excited to partner with an industry leader such as John Deere Power Systems and in doing so to add significant value for our customers.”

Dr. Ing. Frank Hiller, CEO DEUTZ

to partner with DEUTZ on this engine project is testament to our strong position in the market for off-highway drive solutions.” John Deere Power Systems and DEUTZ are collaborating on the development and procurement of components. Production and sale of the engines will then be handled by their own distribution networks.

### Even More Powerful

Reliability, versatility, and performance as well as excellent value for money – these are the goals on which the partnership is based. “By combining our complementary areas of expertise, we are able to offer John Deere Power Systems and DEUTZ

customers a reliable and affordable engine in the lower output range,” says Pierre Guyot, Senior Vice President at John Deere Power Systems. While the foundations for a new alliance were being laid with John Deere Power Systems, DEUTZ was able to take another strategic partnership – one that had already proved its worth over many years – to a new level. DEUTZ’s close ties with the Italian agricultural machinery manufacturer SDF go all the way back to the 1980s. And now, having signed a new long-term contract, the two companies are looking to build on their existing cooperation. Under the agreement, SDF will purchase a range of DEUTZ TCD engines going forward. In addition, the Italians will be launching a new tractor series this year, which will also have a DEUTZ TCD drive. The partnership will help SDF to reduce its vehicle operating costs. Oil-change intervals, for example, can be significantly extended thanks to a new innovation from DEUTZ.

“Our track record of success coupled with investment in new technologies and services convinced us to extend our long-term partnership and expand it to cover engines that would meet the EU Stage V emissions standard,” says Lodovico Bussolati, SDF’s Chief Executive Officer. EU Stage V is regarded as the world’s strictest emissions standard for mobile machinery engines, not least because it has introduced a numerical limit on particulates for the 19 to 560 kW power range.

There will also be further collaboration in the services business. For example, SDF will be using DEUTZ’s Xchange program in the future. Xchange engines are those that DEUTZ reconditions and brings up to the latest technical specifications after many years of use, essentially giving older engines a new lease of life.

Dr. Markus Müller, Chief Technology Officer at DEUTZ AG: “DEUTZ is an independent engine manufacturer that has a great deal of experience with successful development alliances – both within our industry and with major agricultural machinery producers around the world. We benefit enormously from the economies of scale that these partnerships bring.”

Some of the first powerful engines from DEUTZ were installed at BBurg and Doppstadt. BBurg, based in Germany's Brandenburg region, manufactures blasthole drilling equipment for use on building sites and in quarries and mines. Generating 259 kW and 1,710 Nm of torque, the TCD 9.0 offers the necessary power to cut through even the most solid rock. This four-cylinder water-cooled engine with turbocharger and charge-air cooling is used, for example, in the BBurg HD 1400 D down-the-hole drill rig.



> **To find out more,  
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> Doppstadt's DH 910 SA chipper

When it comes to chopping tree trunks with a diameter of almost one meter, the TCD 18.0 shows what it's made of. The Doppstadt Group, based in the German town of Velbert, builds machines for the environmental technology sector, such as shredders and screening equipment that allow material and energy to be recovered from waste wood and other waste. Shredding the thick logs needs a lot of power, and the 623 kW engine delivers exactly that. The TCD 18.0 is a water-cooled six-cylinder engine with turbocharger and charge-air cooling and a maximum torque of 3,650 Nm – perfect for use in the Doppstadt DH 910 SA.

And it goes without saying that DEUTZ has also reduced the fuel costs and total operating costs for these cutting-edge 9 to 18 liter diesel engines to an absolute minimum for the customer. In addition, the TCD 9.0 and TCD 18.0 have the advantage of meeting the EU Stage V, USA Tier 4, and China IV emission standards, which are the strictest in the world.

# POWERING UP!

DEUTZ ENGINES WITH CAPACITIES OF BETWEEN 9 AND 18 LITERS HAVE THE RIGHT LEVEL OF POWER FOR PARTICULARLY DEMANDING OFF-HIGHWAY APPLICATIONS. IN THE QUARRY, FOR EXAMPLE, OR CHOPPING UP TREE TRUNKS.



# THE VERSATILE TCD 5.2.

THE TCD 5.2, A POWERFUL FOUR-CYLINDER ENGINE, IS A NEW ADDITION TO DEUTZ'S DIESEL RANGE.

The Company is currently integrating the first prototypes for customers in various applications; full production will begin in 2022.

The engine has four cylinders, a displacement of 5.2 liters, maximum output of 170 kW, and maximum torque of 950 Nm. This makes the TCD 5.2, which is meant as a replacement for larger six-cylinder engines, one of the most compact drives in its power class. As you would expect from DEUTZ, high power density, low operating costs, long service life, and environmental compatibility were the priorities in the development of the engine.

The TCD 5.2 does not use exhaust gas recirculation but instead is equipped with a highly efficient SCR system and a catalytic soot filter (CSF) for reducing particulate emissions. It can run on alternative fuels such as biodiesel and is also primed for hybrid operation thanks to the integrated 48 V electric motor option. The engine meets the requirements of EU Stage V, US EPA Tier 4, China IV and other emissions standards for countries with strict regulations. For countries whose regulations are not as strict, the TCD 5.2 is available without exhaust aftertreatment.



➤ Compact, powerful, and with low operating costs: the TCD 5.2

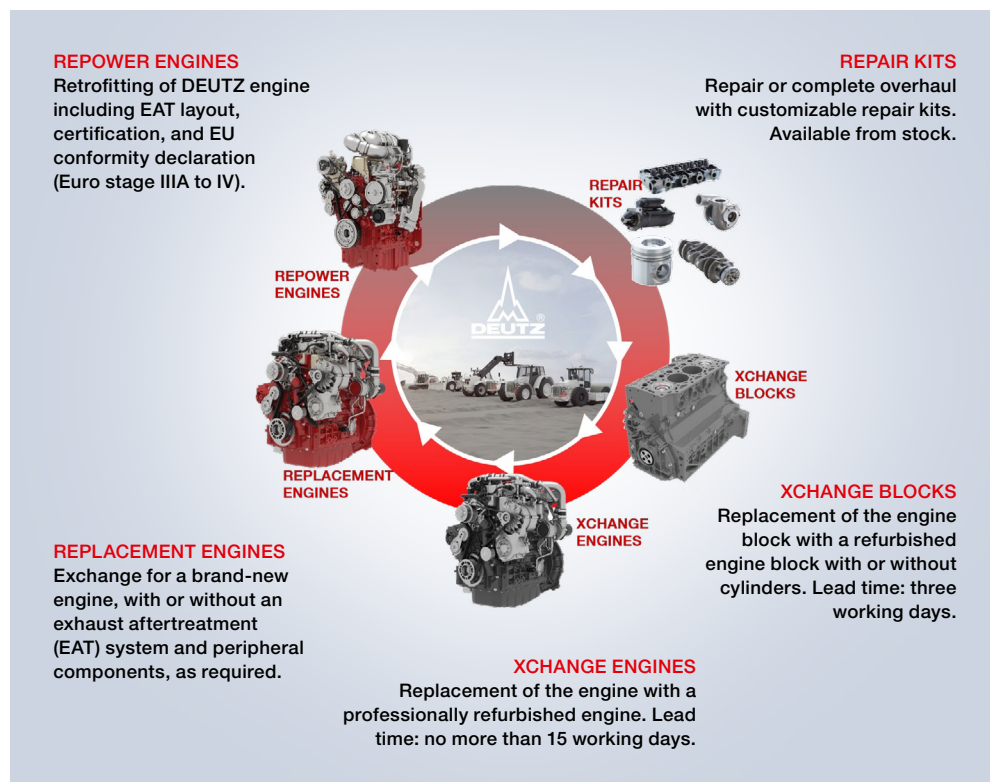
# ALWAYS THE RIGHT CHOICE.

DEUTZ LIFECYCLE SOLUTIONS OFFER SOPHISTICATED REPAIR OPTIONS FOR EVERY REQUIREMENT, AS WELL AS MANY BENEFITS.



“Maintenance and servicing have to be cost-effective for our customers.”

Michael Wellenzohn, Member of the DEUTZ Board of Management, responsible for sales, marketing, and service



Engine specialist DEUTZ has expanded its service offering: since the beginning of April, the company's customers can access service options tailored to the age and condition of their engine through DEUTZ Lifecycle Solutions. There is now a genuine, high-quality DEUTZ product for every stage of the lifecycle. “From made-to-measure repair kit to a complete overhaul, our solutions are tailored to each customer's needs and make our service even faster, more cost-effective, and more attractive,” says Michael Wellenzohn, member of the DEUTZ Board of Management responsible for sales, marketing, and service. “Repairing a diesel engine is a complex task. Maintenance and servicing have to be cost-effective for our customers, and repairs have to be economically viable. With DEUTZ Lifecycle Solutions, our customers around the world can access the right service solution for their needs,” says Michael Wellenzohn, adding: “And they benefit from high-quality products, attractive pricing, and expert advice.”

Since the beginning of the year, DEUTZ has been offering a special Lifetime Parts Warranty like no other on the market: if customers have their engines repaired by a certified DEUTZ partner using genuine DEUTZ parts, they will receive a warranty on those repairs of five years or up to 5,000 engine operating hours. No questions asked. The only condition is that the engine has to be registered on the DEUTZ service portal.





# UP AND RUNNING!

DEUTZ AND CHINA: A CONTINUING STORY OF SUCCESS. IN THE WORLD'S LARGEST INDIVIDUAL MARKET FOR CONSTRUCTION EQUIPMENT, THE ENGINE MANUFACTURER DEUTZ HAS FURTHER STRENGTHENED ITS POSITION AS A SUCCESSFUL TECHNOLOGY PARTNER.



“The joint venture with SANY, China’s biggest construction-equipment group, notched up some early success by generating a profit in its first year. The production volume is set to be increased from around 20,000 engines in 2020 to around 40,000 engines in 2021.”

Dr. Ing. Frank Hiller, CEO DEUTZ

Business in China is booming. The world’s largest engine market is growing steadily, but at the same time the Chinese government is tightening emissions regulations and driving forward the development of new diesel engines and alternative drive technologies. Thanks to its engineering expertise, its innovative capabilities, and its local presence, DEUTZ is already a valued commercial and technology partner in the Chinese market.

The joint venture with SANY in Kunshan was already operating profitably last year despite the coronavirus pandemic. The production volume increased from 7,000 engines in 2019 to around 20,000 engines in 2020. At the assembly plant, the joint venture produces drives for trucks, construction equipment, and concrete pumps. DEUTZ and SANY are currently building a new engine plant in Changsha that is scheduled for completion by the end of 2021.

At the start of 2021, in the Chinese port of Tianjin, DEUTZ commenced production of the 2.9 engine series in partnership with diesel engine manufacturer BEINEI. The 6.1 series is scheduled to follow. The new factory for local contract manufacturing, where DEUTZ and BEINEI are making engines for lifting platforms, forklift trucks, and smaller construction equipment, serves as a hub for the entire Asian market.

# CHINA IV IS COMING.

The new China IV emissions standard will come into force on December 1, 2022 – in the Beijing administrative district as early as December 1 of this year. As a pioneer in the development of sustainable drive systems, DEUTZ is also well prepared for this directive. All its engines that already meet EU Stage V can be certified for China IV with slight modifications – from the D/TD/TCD 2.2 to the TCD 18.0. This is because the new standard incorporates the limits established in the equivalent EU and US regulations for nitrogen oxide emissions and air-polluting particulates.

In addition, China Stage IV prescribes an extensive program of emissions testing and compliance for engines and equipment in the field, to be conducted in close consultation with equipment manufacturers. Under the new rules, construction equipment with an output of 37 kW or more will also need to be fitted with a telemetry terminal that will allow the responsible authorities to remotely monitor certain engine parameters. DEUTZ is, of course, helping its customers in China to meet these new requirements by providing advice and technology.



› Samy Nassif Makki, SAP S/4 Implementation Manager, DEUTZ AG, (I.) and Tianyi Shen, Director IT, DEUTZ Asia

DEUTZ is a company with an international presence and it is committed to making collaboration with its customers worldwide as simple and efficient as possible. For example, it introduced SAP S/4HANA® at its sites in China last year.

DEUTZ is using the IT platform to simplify all its business processes and to significantly improve its pace of innovation and ability to deliver. The structures that it puts in place allow DEUTZ to plan resources in real time and around the clock, to the benefit of DEUTZ's partners in China: the standardization and flexibility offered by the platform makes collaboration in this fast-growing market much easier.

# TIME IS MONEY.



# SUN, DATA, AND THE SMART FACTORY.

INDUSTRY 4.0 IN THE FACTORY HALL AND SOLAR PANELS ON THE ROOF: DEUTZ'S SPANISH SUBSIDIARY IN ZAFRA IS RAISING THE BAR WHEN IT COMES TO EFFICIENCY, SUSTAINABILITY, AND THE USE OF DIGITAL TECHNOLOGIES.

Sometimes it's the little things that make all the difference. Drive into the staff parking lot at DEUTZ Spain in the small town of Zafra and you might not even notice anything unusual. But look a little closer and you'll see that the panels providing shade there now double as a photovoltaic facility for generating power. These solar

cells are capable of producing almost 1,300 megawatt hours a year. The panels span not just the staff parking lot but also parts of the roof of the factory hall. When fully operational from summer 2021 after four months of construction, they will cut CO<sub>2</sub> emissions by 255 tons every year – equivalent to 17,000 trees.



"We enjoy many hours of sunshine here in Extremadura, which means we have ideal conditions for using solar energy," says Eugenio Serrano Ylleras, CEO of DEUTZ SPAIN. The project was conceived together with a power company that designed the system, will operate and maintain it, and also provided the funding. The energy generated covers around 6 percent of the manufacturing and assembly plant's current requirements. It also supplies the DEUTZ business school with green electricity. "We purchase the solar power at a fixed market price," explains Serrano. "After twelve years, we will then take full ownership of the facility." Over the lifetime of the project, he expects to save around €1 million in energy costs.

## Pilot Project for the Smart Factory

DEUTZ SPAIN is also looking to the future inside the plant, where a new smart factory for connecting rods



is taking the subsidiary's efficiency to the next level. Just over €3.7 million were invested in this new, ultrahigh-tech production line, capable of producing up to 600,000 connecting rods a year for DEUTZ's 2.2, 2.9, and 3.6 engine series. "We are playing to the strengths of Industry 4.0 in the design of the new production line," says Fernando Angulo, head of the center of excellence for mechanical fabrication at DEUTZ. The system of self-managed cells was introduced in 2020. "And that's just the start," says Angulo. "Our goal is a connecting-rod manufacturing cell that can use advanced analytics and artificial intelligence to monitor itself in real time."

In order to maximize the benefit from the sensor-rich smart factory, DEUTZ is digitizing many previously paper-based processes and using IT to connect them. This enhances quality, improves traceability, and enables predictive maintenance. "We are already working on big-data solutions to create value by leveraging all this new information that we are gaining," explains Angulo. For customers, the smart factory with its collaborative robots means that they can now expect even greater precision, reliability, and flexibility.



> To find out more,  
click here:

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"We can change the type of connecting rod being machined with a simple command, modifying the required tooling in a matter of minutes. This eliminates what would otherwise be a costly

set-up process," says Angulo. Three connecting rods can now be machined in parallel. Production times in this line have been reduced by nearly one third – with one cycle lasting just 25 seconds. According to Angulo, "it's a fully autonomous process, where the worker only intervenes in the final stages of assembly and packaging."

The connecting-rod pilot project shows the direction in which DEUTZ SPAIN is heading: "The smart factory is the future," says Angulo. "It will revolutionize how we manage production. For us, it's the ticket to ride the high-speed Industry 4.0 train."



# SHARED GLOBAL SUSTAINABILITY EFFORTS.

MAKING TIER 2 AND 3 MECHANICAL FUEL INJECTION ENGINES AVAILABLE FOR THE AMERICAS MARKET – THAT'S THE MISSION OF THE DEUTZ XCHANGE PRODUCTION TEAM IN PENDERGRASS.

In deregulated markets throughout Latin America, it's easy to see a fit for DEUTZ Xchange engines. But as Robert T. Mann, president and CEO of DEUTZ Corporation explains, "Customers in the US market are very interested in repowering their older equipment in the same way they started off – with non-complicated, simple engines."



Mann continues: "Equipment owners also appreciate the fact that DEUTZ Xchange engines are designed for simple maintenance and easy repairs, keeping their operating costs under control. In today's environment, who wouldn't be interested in this solution, especially

since our engines aren't rebuilt like others in the marketplace? DEUTZ Xchange engines are remanufactured in America to original German factory specifications using DEUTZ Genuine Parts."

"Back in 2008, the DEUTZ Xchange project was the first of its kind to take place outside of Germany. We truly believed that the demand for remanufactured engines would grow over time, but even we are somewhat surprised by how well the Xchange product concept took off. Today, our Xchange business, including both engine sales and parts, makes up a significant share of our total service revenue." In the Pendergrass facility's first year, DEUTZ Corporation remanufactured nearly 1,000 engines, including the first Xchange engine, which was purchased by a customer in Pasadena, California. DEUTZ Xchange offers a remanufactured version of every pre-Tier-4 Final DEUTZ engine, in addition to producing TCD 2.9 short blocks.

Local DEUTZ distributors or dealers in the Americas work with customers from the core exchange pro-



➤ Robert T. Mann, president and CEO of DEUTZ Corporation

cess to order their engines, and, finally, to have them inspected and then installed after delivery. Mann says: "Since launching this project, we've been able to recycle thousands of engines, as well as create jobs in Georgia. Since 2008, DEUTZ Xchange has produced nearly 22,000 engines and we've sold more than 25,000 units into the Americas market, some of which have been produced by the Ulm Xchange plant. We can't see any roadblocks to continued success on the horizon, since simplicity and sustainability provide winning combinations for customers in a variety of markets where engine durability is paramount."



➤ To find out more, click here:  
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# THE TRANSPORT REVOLUTION IS BROUGHT TO THE WATER.

USING ELECTRICITY TO POWER CRAFT ON INLAND WATERWAYS IS RIGHT ON-TREND. FROM CANALS IN NORWAY TO THE HUSTLE AND BUSTLE OF BANGKOK: ECO-FRIENDLY DRIVES FROM TORQEEDO ARE PICKING UP SPEED.

The yacht glides serenely through the Telemark Canal. Orchards, pine forests, and sawmills hove into view, as do the ever-present rugged rocks. It could only be Norway: the country where 90 percent of electricity already comes from renewable energies is now also leading the charge in inland navigation. In the spring of 2021, the first all-electric charter fleet launched here in the southern part of the country. Six new yachts, built by the company Greenline Yachts in Slovenia, now connect the villages along this 105 kilometers waterway between Skien and Dalen. The yachts are powered by the eco-friendly Deep Blue electric motors made by DEUTZ subsidiary Torqeedo. "The project shows how high-tech electromobility and government investment are



paving the way for a less carbon-reliant future," says Torqeedo managing director Dr. Michael Rummel. But Torqeedo, as a pioneer for electric-powered transport on water, is already looking well beyond Norway: "We believe that there is huge potential for our drives to be used on inland waterways all over the world," says Rummel. The European Commission is also increasingly championing inland waterways as a green mode of transport. It seems the transport revolution has now been brought to the water.

## **Green, Clean, and Convenient**

Norway's national transport plan sets the country a target of halving emissions from all ships and boats used in inland transport by 2030. The Greenline yachts, with





their dark-blue solar cells shimmering on the roof, are the perfect fit for the transport revolution. Torqueedo's user-friendly DeepBlue drives provide a complete energy management system. For a green conscience, and for greater convenience too.

The fast-charging batteries in the hull of the yachts also come from Torqueedo and have a range of 50 kilometers, with a top speed of eleven knots. Financed by the Norwegian Ministry of Climate and Environment, ten new fast-charging stations have been installed along the Telemark Canal and on the coast around the town of Porsgrunn. "Instead of being tied to a power outlet overnight, you're charging up with green power in port," says Stephan Bayerle, who manages Torqueedo's global accounts. It takes no more than three hours for the batteries to be fully charged from a 20 percent charge. Time for a meal or a walk – and then the journey can continue. The operating company Canal Boats

isn't just promising a saving of 200 tons of CO<sub>2</sub> a year. There is also a monetary benefit. Whereas a one-week tour used to cost around €350 in diesel, holiday-makers can now expect to pay less than €70 for electricity.

### A Smart Solution in Thailand

Thailand is also demonstrating how well the advantages of electric-powered transport can be harnessed on inland waters. In November 2020, a formal ceremony marked the maiden journey made by Bangkok's first zero-emission fleet for commuter traffic. A water taxi had already been reliably taking the people of Bangkok to work since 2018, and it is now joined by seven new vessels. At a length of 14.5 meters, each one



has 30 seats and offers storage space for bicycles. Two 10 kW electric outboard motors from Torqueedo's Cruise range, twelve Power 24-3500 lithium batteries, and four rapid chargers have replaced the previous



205 h.p. diesel engines. The high-tech, wheelchair-accessible and zero-emission ships shuttle every 15 minutes along a five-kilometer route that links a subway station, a canal, and a key transport artery, the Chao Praya River, that features a number of other express ferries. For Bangkok, which is plagued by air pollution and traffic chaos, electric-powered ferries are a real step forward as part of an intermodal public transport system. "We are getting closer to our Thailand 4.0 Smart City vision," says Dr. Ekarin Vasanasong, deputy managing director of the operating company, which is part of the Bangkok Metropolitan Authority.

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# TAKING RESPONSIBILITY.

DEUTZ IS FORGING AHEAD WITH ITS SUSTAINABILITY STRATEGY, WHICH IT HAS CALLED "TAKING RESPONSIBILITY."



By acceding to the United Nations Global Compact (UNGC), the company has joined the world's largest international movement of business, politics, and civil society. The common goal is to make globalization more sustainable by making it work better for society and the environment. Based on ten universally accepted principles, each member undertakes to promote human rights, fair working conditions, environmental protection, and the fight against corruption, and to prepare annual reports on its progress in respect of these issues.

By signing up to the UNGC, DEUTZ is also looking to play an active role in helping to achieve the United Nations' 17 sustainable development goals (SDGs). The SDGs provide guidelines for a global sustainability

policy. In 2020, DEUTZ identified six of them that it is already helping to achieve.

## Together even more sustainable

"The coronavirus pandemic has highlighted the need for us to come up with common solutions to global challenges such as the climate crisis. That is why we are also sending a clear signal to our suppliers," says DEUTZ CEO, Dr Frank Hiller. The Company is increasingly holding its suppliers accountable for their sustainability credentials. For example, it requires them to adhere to the DEUTZ code of conduct for suppliers. And since the end of 2020, the EcoVadis platform has been helping DEUTZ to evaluate their sustainability performance in the categories Environment, Ethics, Labor and Human Rights, and Sustainable Procure-

ment. At the beginning of 2021, DEUTZ put its own activities under scrutiny by undergoing an EcoVadis assessment.

The significant improvement in this year's sustainability rating by the agency Vigeo Eiris (up 11 percentage points on 2019) shows that DEUTZ is on the right track – and provides motivation for the Company to do even better in the future.

➤ To find out more, click here:

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> Dr. Ing. Markus Müller, CTO DEUTZ



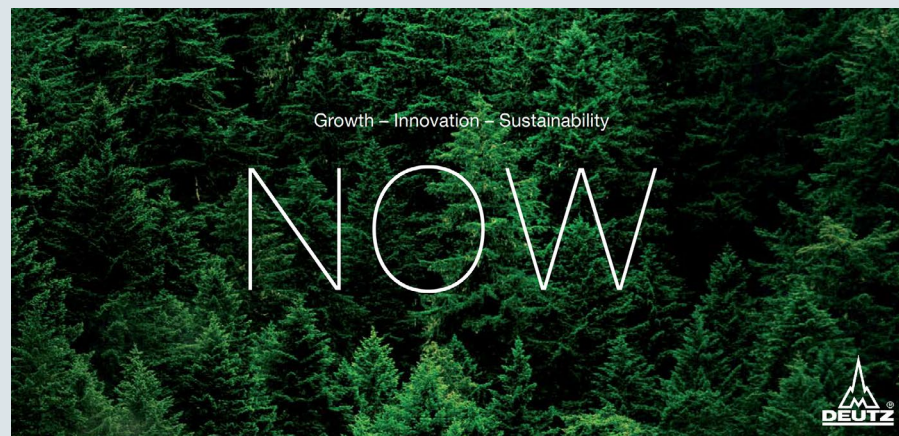
> Dr. Sebastian C. Schulte, CFO DEUTZ

## DEUTZ ADDS TO ITS BOARD OF MANAGEMENT.

Dr. Ing. Markus Müller joined the DEUTZ Board of Management as Chief Technology Officer (CTO) on March 15. This appointment strengthens the Company's research and development capabilities with a view to better addressing the growing customer demand for future drive technologies. Markus Müller has spent more than 13 years at DEUTZ in total. In his previous role as Senior Vice President of Development & Technical Customer Support, he was responsible for research and development, electrification, and the central technical customer interface.

On March 1, Dr. Sebastian C. Schulte took charge of finance, human resources, purchasing, and information services in his role as Chief Financial Officer (CFO). Schulte worked for ThyssenKrupp from 2008 to 2020, serving as managing director and CFO of ThyssenKrupp Marine Systems in his final two years at the company.

## A NEW LOOK: THE DIGITAL 2020 ANNUAL REPORT.



DEUTZ is breaking new ground not only in the development of sustainable drive technologies, but also, as of this year, in its annual report. On March 18, the Company published its results for the year for the first time via a microsite, with all parts of the annual report accessible in the download center. The financial statements and other mandatory sections are supplemented by a magazine called "Growth - Innovation - Sustainability. NOW," which provides entertaining and informative reports on topics from the world of DEUTZ.

> **Want to find out more?**  
Then **click here for the microsite:**  
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# HAT-TRICK OF GOLD FOR DEUTZ AT GERMAN MARKETING AWARDS.

DEUTZ HAS WON THREE GOLD GERMAN STEVIE® AWARDS IN RECOGNITION OF ITS ONLINE COMMUNICATIONS FOR THE CONEXPO 2020 FLAGSHIP TRADE FAIR.



➤ **Want to find out more? Then click the picture!**

B2B Influencer Dirt Monkey (l.) at CONEXPO 2020 with Michael Wellenzohn, Member of the DEUTZ Board of Management, responsible for sales, marketing, and service

CONEXPO and Las Vegas: normally this would involve talking with customers and other visitors at the DEUTZ stand. But in 2020, the year of the pandemic, everything was different. The number of delegates expected at the leading international trade fair in March 2020 had suddenly dropped sharply due to travel warnings – and with it the chance to meet and talk in person. DEUTZ was quick to react and launched a new form of live online communication called DEUTZ Daily that began on only the second day of CONEXPO.

The Company worked with the popular US influencer Dirt Monkey to make sure that virtual trade fair visitors wouldn't miss out on the highlights of the DEUTZ experience. In the space of just a few hours, it was able to reach more than half a million of his followers. Just under a year later, DEUTZ won three gold awards at

the 2021 German Stevie® Awards for this outstanding example of online communication, coming out on top in the categories Online Crisis Communication, Community Engagement, and Influencer Management.

"We are immensely proud of our treble. 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 digitizing both our communications and, increasingly, our service offering," says Michael Wellenzohn, member of the DEUTZ Board of Management responsible for sales, marketing, and service. Only a year earlier, DEUTZ had won gold and bronze at the 2020 German Stevie® Awards for its ELECTRIP marketing campaign.



# SPRING SPECIAL!

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