

## PRESS RELEASE

Cologne, July 14, 2020

### DEUTZ scoops German Stevie® Award ‘virtually’

- ELECTRIP – GET ELECTRIFIED marketing campaign wins prestigious award
- DEUTZ picks up gold and bronze German Stevie® Awards
- Official awards ceremony held as a virtual event

DEUTZ AG today celebrated a double success at the German Stevie® Awards. For the first time, the official ceremony was held as part of a virtual event on the [stevieawards.com](https://stevieawards.com) website. The engine manufacturer from Cologne scooped up a gold award in the ‘Viral Marketing Campaign of the Year’ category and a bronze award in the ‘Communications or PR Campaign’ category for its ELECTRIP – GET ELECTRIFIED campaign. In 2018, DEUTZ had presented the ELECTRIP electromobility campaign at several international specialist trade fairs for off-highway equipment, such as the Intermat in Paris and bauma CHINA in Shanghai.

The German Stevie® Awards are a set of awards for companies from Europe’s German-speaking regions. Since 2002, eight international Stevie® Awards for specific topics or categories have been awarded on an annual basis. Awards are presented for outstanding achievements in more than 200 different categories, which have been evaluated by a jury of business and industry experts.

The two minds behind the campaign, Michael Wellenzohn, member of the DEUTZ Board of Management responsible for sales/marketing and service, and Dr. Matthias Szupories, Senior Vice President of Central Sales and Marketing, accepted the awards virtually. “It is a great honor to accept the gold Stevie® in the ‘Viral Marketing Campaign of the Year’

category. Our ELECTRIP campaign was a huge success, and winning the gold award is confirmation of that," Wellenzohn said in his online acceptance speech. "The live event gave policymakers, investors, journalists, and influencers the opportunity to see how our electric and hybrid drives are evolving. It also allowed us to showcase our electrification expertise using a range of drives," Dr. Szupories added.



Caption: DEUTZ AG received the German Stevie® Award in gold for "Viral Marketing Campaign of the Year" and in bronze for "Communication or PR Campaign".

Further information and the online acceptance speeches are available here:

- <https://stevieawards.com/>
- [https://youtu.be/G\\_RnPzvsHy4](https://youtu.be/G_RnPzvsHy4)
- <https://youtu.be/L6bn70hwW0E>

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 €1,840.0 million in 2019.*

Further information is available at [www.deutz.com](http://www.deutz.com).