



Press Release

Future Design of ZETOR Tractors Has Arrived

Hannover/Brno, 10 November 2015 – ZETOR TRACTORS a.s. has revealed the ZETOR by Pininfarina concept at the Agritechnica fair in Hannover. It is a new direction in design that will over time be used in all ZETOR model series and products. Commemorating its 70th anniversary, ZETOR presented the future of its brand, which together with the new design also includes expansion of the product portfolio and development of the distribution network. The new strategy reflects the needs and wishes of customers.

“We assume that the new ZETOR by Pininfarina design will be adopted in all the series of ZETOR tractors. Our engagement with Pininfarina hints to our customers that apart from new products which meet the technical requirements of our customers, we are also focusing on an attractive, modern design for our tractors,” says Margaréta Víghová, director of the Corporate Communication Department at ZETOR TRACTORS a.s.

Pininfarina’s new design shifts ZETOR to a more intense, emotional experience that is highly sensual, dynamic and modern. The idea behind the ZETOR by Pininfarina concept is the embodiment of a perfect combination of power, dynamics and emotion while preserving the use and practicality of field machinery which tractors certainly are. The design concept aligns all the components in a modular design that can be applied in all series of ZETOR tractors.

The body of the tractor is the casing for the machine’s mechanical components and an integral component of the structure. The result is characterized by power lines and a surface that offers the tractor its dynamics and power. The truly iconic front end of the tractor is quite unique – the gradual tilting forward and the sloped line of the engine hood highlight the sensuality and grace of movements. The shaped side panels over mechanical components provide a graceful and practical cover and hint at a link to the world of competitive motoring. This is assisted by the cooling vents, which suggest that great importance is given to preventing the engine from overheating. The two-tone paint supports the distinction between functional areas. The dark color separates the technical components from the rest, which is red.

“The values Pininfarina shares with ZETOR include constant innovation. This approach has enabled Pininfarina to express its creativity in a better way,” says Fabio Filippini, a Chief Creative Officer of Pininfarina. “We are very proud of the first result of our collaboration. It is a tractor with brand new styling that expresses the strength and durability of ZETOR machines in a way that also communicates emotion and passion,” Filippini adds.

ZETOR TRACTORS regards its collaboration with the renowned Pininfarina studio as a promise of strengthening the global prestige of the traditional Czech brand. When the Agritechnica fair in Hannover is over, the ZETOR by Pininfarina design concept will be presented at the ZETOR GALLERY in Brno and will be part of special exhibitions.

“Our customers, their wishes and needs are critical and binding aspects of our work. That is why expansion of the product portfolio and model series is our long-term goal. Our presentation at Agritechnica shows the design concept as well as prototypes that hint at the direction our brand is following,” adds Adam Žert, director of the Sales and Marketing Department.

About Pininfarina

85 years have passed since that May 22, 1930, the day when Battista “Pinin” Farina founded in Turin Societe Anonima Carrozzeria Pinin Farina. Today Pininfarina, the standard bearer for the aesthetic values of Italian design in the world, focuses on design (automotive and non-automotive), engineering services, design and construction of very small runs and unique cars, the so-called Fuoriserie (custom-built) vehicles. Listed on the Stock Exchange since 1986, Pininfarina has offices in Italy, Germany, China and the United States. The Company’s automotive clients include prestigious brands like Ferrari, Alfa Romeo, BMW, Toyota, among others. Important partnerships have been developed in other sectors with clients such as AnsaldoBreda, Eurostar, Iveco and Prinoth. Pininfarina Extra was founded in 1986 specialising in industrial design, architecture and interiors, transportation design, with over 500 projects to its name. Among the most recent awards, the Honorable Mention Compasso d’Oro ADI for the Cambiano and the Best Design Study 2013 for the Sergio. More info at: www.pininfarina.com.

About ZETOR

ZETOR, a traditional Czech agriculture machinery manufacturer, has been present in the market since 1946, operating in a number of countries worldwide. To date, the brand has sold over 1.2 million tractors. ZETOR tractors facilitate work for their users and save energy and costs. Thanks to the company’s own manufacturing and engineering centre in Brno, the tractors are subject to ongoing innovation. They offer the ideal combination of strength and engine power, ease and effectiveness of operation and outstanding operating efficiency. The machines are fitted with both internally manufactured and DEUTZ AG engines. ZETOR TRACTORS now offers four model series: Major, Proxima, Forterra and Crystal. ZETOR TRACTORS a.s. presented the future of ZETOR in 2015 in the ZETOR by Pininfarina design study. For detailed information on the ZETOR brand and its products, go to www.zetor.com.

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