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STEYR bags Red Dot Design Award for Terrus CVT tractor

09 September 2022 | News

STEYR, a regional agricultural brand of CNH Industrial, has been awarded the prestigious 2022 Red Dot Design Award for its Terrus CVT Tractor, the latest in a series of accolades for this vehicle. The award is determined by an international design jury who, this year, evaluated a record number of international entries from companies and design studios. As a winner in the Product Design category, the Terrus CVT will feature in the next edition of the Red Dot Design Yearbook and will be present in the winnersâ?? area of www.red-dot.org.



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The new Terrus CVT tractor combines style and function, blending a bold and rugged exterior design with a premium interior focused on operator comfort and ergonomics. In the cab, a passenger seat can also serve as an office table and the all-new Multicontroller III armrest is customisable to user preference or application requirements, making operation more intuitive, more enjoyable, and ultimately more productive.

The Red Dot Design Award honours the outstanding design work carried out by the CNH Industrial Design team and is the latest recognition of the companyâ??s continued excellence in industry-leading style and quality.