

## PRESS RELEASE

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### Development services for the agricultural machinery branch

- MBtech presents its range of competences at the "Agritechnica 2009"
- MBtech's "Tractor Monitor 2009" study provides information about developments influencing the agricultural machinery market.

**The "Agritechnica" in Hannover is regarded as the world's largest and leading trade fair for agricultural machinery technology. MBtech, an engineering and consulting service provider, is attending this year's event from the 10<sup>th</sup> to 14<sup>th</sup> November (exclusive days on the 8<sup>th</sup> and 9<sup>th</sup> November) for the first time and will present its broad range of services, also appealing to the agricultural machinery industry. MBtech's consulting segment presents its "Tractor Monitor 2009" market study, providing tangible proof of MBtech's market know-how in the agricultural machinery market.**

MBtech, a development and consulting service provider, is attending the "Agritechnica" in Hannover with its own exhibition stand for the first time in November 2009. The company thus positions itself to meet the future increasing demand for development and consulting services in the agricultural machinery sector: "The challenges facing agricultural machinery manufacturers are essentially comparable with those of the passenger and commercial vehicle branches", stated Werner Kropsbauer, President and Spokesman of the MBtech Group. "Customers expect economical solutions and yet also a broad range of variants. In future alternative drive systems will become increasingly prevalent and the integration of electronic systems will continue to increase. Maintaining control of the development costs in the face of all of these challenges requires the services of an experienced engineering and consulting service provider such as MBtech."

MBtech presents its complete range of services in Hannover from the 8<sup>th</sup> to 14<sup>th</sup> November 2009 in Hall 6 (Stand D14). MBtech's four segments, vehicle engineering, powertrain solutions, electronics solutions and consulting provide customers from the agricultural machinery branch with support regardless of whether they require the development of components, systems or modules, new developments, integration or testing.

## **Market know-how for the agricultural machinery industry**

The "Tractor Monitor 2009" study, carried out by the consulting segment and presented at the "Agritechnica", validates MBtech's understanding of branch. The study primarily investigates dealer satisfaction in the tractor market and examines the key aspects of sales, service, new product launches as well as branch-specific issues: "The dealer as the interface between the manufacturer and the end customers provides us with valuable results in order to identify areas of optimization at a market level", explained Stefan Herzog, who is responsible for the MBtech study. MBtech's "Tractor Monitor 2009" is based on more than 50 interviews with general managers and decision-makers in the tractor sales branch. The study focuses on Germany as the second most important tractor market in Europe. The results of the study illustrate both the branches' expectations and its need for improvement. The majority of the dealerships primarily expressed their satisfaction with the attractiveness of the model ranges, financing services from the manufacturers' banks and the spare part quality, for example. All of the brands were regarded as needing to improve new product launches. Almost all of the dealerships rated the availability of demonstration and customer vehicles as unsatisfactory. In the sales sector, dealerships evaluated the pricing policy and IT systems as having room for improvement. In the service sector, the guarantee and goodwill processes, which are especially important from a customer's perspective, were rated as unsatisfactory. "Despite all of the criticism, however, the study makes clear that there are definitely brands which already represent the best-in-class in various areas", stated Marc Bayer, the Director responsible for Sales, Marketing and After-Sales consulting.

In the future, the need for increasing productivity, the introduction of intelligent vehicle systems and also the successive tightening of exhaust gas standards for tractors will prove to be important drivers for innovations within the branch.

## About the MBtech Group

The MBtech Group is an internationally leading engineering and consulting company for various mobility industries, such as the automotive and commercial vehicle industry or construction and agricultural machinery. The company has 2700 employees at locations in Europe, North America and Asia. In 2008 the MBtech Group generated a turnover of 360 million euros.

MBtech is distinguished by the tightly meshed development and consulting services covering the entire value chain. The MBtech brand combines all of its products and services into four segments: MBtech vehicle engineering, MBtech powertrain solutions, MBtech electronics solutions and MBtech consulting.

Regardless of whether components, systems or modules, new development, integration or testing are required: MBtech supports both construction and agricultural machinery manufacturers and suppliers beginning with the detailed specifications, covering the design, calculation and testing onward to series maturity.

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