

# PRESS RELEASE

## 2022 German Stevie® Awards

### Five golds and one bronze for S-DEUTZ communication

- Targeted marketing: DEUTZ honored for S-DEUTZ and DEUTZ DAYS 21
- Awards in the 'Marketing', 'Corporate communications, investor relations, and public relations', and 'Live events' categories
- Virtual awards ceremony on May 24, 2022

Cologne, April 12, 2022 – DEUTZ has won six honors at the 2022 German Stevie® Awards for its successful communications campaign for the new S-DEUTZ service brand. The engine manufacturer won gold in the categories 'PR program of the year – B2B marketing', 'Marketing campaign of the year – agriculture, industry, construction', 'Market launch of the year', 'Best brand activation event' as well as 'Best client relationship event', and bronze in the category 'Best brand experience event'.

DEUTZ launched the S-DEUTZ brand in 2021 in order to future-proof its service portfolio. The [S-DEUTZ](#) portal gives customers access to a wide range of hardware, software, and related services. The company ran a comprehensive digital campaign for the portal to accompany the successful market launch of the new brand and its tailored services in April 2021.

The company also created a new event format and forum for targeted client relationship management, the DEUTZ DAYS 21, in November last year. Under the banner 'Moving the world sustainably', DEUTZ presented its sustainable drives and S-DEUTZ telemetry solutions at the Coreum in Stockstadt near Frankfurt. In the indoor area, which covered over 1,400 square meters, DEUTZ created a carbon-neutral construction site where customers could try out electric construction vehicles for themselves.

"We are delighted to have improved on our trio of accolades last year. Five gold German Stevie® Awards and a bronze confirm that we are on the right track as we continue to widen our product marketing. The combination of digital communication and live events allows us to address our customers in the same targeted way as we do with our service offerings," says Michael

The engine company.



Wellenzohn, member of the DEUTZ Board of Management responsible for sales, marketing, and service.

DEUTZ won three gold German Stevie® Awards in 2021 in recognition of its online communications campaign for the CONEXPO in Las Vegas. The German Stevie® Awards are a set of awards for companies from Europe's German-speaking regions. The virtual awards ceremony will take place on May 24, 2022. Since 2002, eight international Stevie® Awards for specific topics or categories have been awarded on an annual basis.

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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 drive solutions in the power range up to 620 kW for off-highway applications. The current portfolio extends from diesel, gas, and hydrogen engines to hybrid and all-electric drives. DEUTZ drives are used in a wide range of applications including construction equipment, agricultural machinery, material handling equipment such as forklift trucks and lifting platforms, commercial vehicles, rail vehicles, and boats used for private or commercial purposes. DEUTZ has around 4,750 employees worldwide and over 800 sales and service partners in more than 130 countries. It generated revenue of around €1.6 billion in 2021. Further information is available at [www.deutz.com](http://www.deutz.com).*