

PRESS RELEASE

DEUTZ wins triple gold for digital marketing

- Triple gold for digital marketing and influencer coverage
- Success over crisis: DEUTZ achieves impressive reach at CONEXPO despite pandemic
- DEUTZ receives German Stevie® Awards at a virtual awards ceremony

Cologne, May 20, 2021 – Today, DEUTZ AG scooped up three golden German Stevie® Awards for its online communications in connection with the CONEXPO 2020 trade fair. The awards were presented at a virtual ceremony that was streamed via stevieawards.com.

Michael Wellenzohn, member of the DEUTZ Board of Management responsible for sales, marketing and service, and Dr. Matthias Szupories, Senior Vice President of Sales for the EMEA region, accepted the awards virtually. “We used a smart and flexible approach to turn a challenging situation into a success – as you would expect from DEUTZ,” noted Wellenzohn in his acceptance speech.

Due to the onset of the coronavirus pandemic, attendance at the international flagship trade fair in Las Vegas in March 2020 was much lower than expected. Dr. Szupories recalls: “After the first day, we asked ourselves: If our customers cannot come to the trade fair, how can we bring the fair to them?” DEUTZ acted quickly and got YouTube influencer Dirt Monkey on board to present highlights from the trade show on his channel, which has more than half a million subscribers. The digital live coverage enabled DEUTZ to maintain contact with established customers, but also created an opportunity to reach a much wider target group in a cost-efficient way.

The impromptu YouTube campaign and influencer collaboration won DEUTZ three golden Stevie® Awards in the categories “Crisis Communication Online”, “Community Engagement”, and “Influencer Management”.

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The German Stevie® Awards are a highly respected 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.



Caption: Michael Wellenzohn, member of the DEUTZ Board of Management, and Dr. Matthias Szupories, Senior Vice President of Sales for the EMEA region (l.)

Credit: DEUTZ AG

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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 4,600 employees worldwide and over 800 sales and service partners in more than 130 countries. It generated revenue of almost €1.3 billion in 2020. Further information is available at www.deutz.com.