

PRESS RELEASE

2021 German Brand Award: further recognition for DEUTZ

- 'DEUTZ daily' campaign at CONEXPO 2020 receives special mention
- Influencer communication during flagship trade fair awarded as pioneering digital marketing
- DEUTZ Board of Management member Michael Wellenzohn: "Speed and flexibility are the best foundation for long-term customer loyalty."

Cologne, June 10, 2021 – DEUTZ has won another award for its brand communications and influencer marketing during CONEXPO. The engine manufacturer and drive systems specialist received a special mention in the Excellence in Brand Strategy and Creation category of the 2021 German Brand Awards for its 'DEUTZ daily' campaign at the international flagship trade fair. Visitor numbers at the trade show in March 2020 were down sharply due to the coronavirus pandemic, and as an exhibitor DEUTZ was only able to hold limited face-to-face meetings and talks. The Company reacted promptly, launching its online communications campaign on the second day of CONEXPO in Las Vegas.

With this accolade from the prestigious German Brand Award in the category recognizing the strongest campaigns, concepts, and strategies, DEUTZ has further consolidated its success as a digital marketing pioneer, having already won three golden German Stevie® Awards in March 2021.

"The DEUTZ brand stands for customer focus and innovation. We offer our customers products and service solutions that are tailor-made for their specific requirements, and we make increasing use of digital marketing to communicate this. Speed and flexibility are clearly the best foundation for long-term customer loyalty", says Michael Wellenzohn, member of the DEUTZ Board of Management responsible for sales, marketing, and service.

Through its online communication at CONEXPO, DEUTZ quickly shifted its trade fair activities and the interaction with visitors and customers to its employees working in the office or at home. Push notifications and the involvement of influencer Dirk Monkey proved a huge hit with the community.

The engine company.



The German Brand Award recognizes excellence in companies' brand management. It is a competition initiated and organized by the German Brand Institute, founded by the German Design Council and the consulting firm GMK Markenberatung.



Caption: Michael Wellenzohn, member of the DEUTZ Board of Management (r.), on CONEXPO-Livestream with youtuber "Dirt Monkey" (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.