

## PRESS RELEASE

### **Project Kverneland 250 The Plough of the Future**

05 Nov 2013, Klepp, Norway

**Kverneland 250 Project will be exhibited at Agritechnica 2013. This project follows the successful launch of the 4 ploughs called Kverneland 150 series (2009 - 2012).**



**Kverneland is the number 1** manufacturer of ploughs worldwide. Kverneland has the ambition to keep this position and to attract even more farmers worldwide.

**Kverneland 250 Project:** the Kverneland 250 is the logical step after the development of the Kverneland 150 series (2009 – 2012). After a successful launch of 4 ploughs for tractors up to 150 HP, the Kverneland 250 series, mounted reversible ploughs, are designed for tractors up to 250 HP.

**Kverneland 250 Vision:** to build a plough able to work in most soil and weather conditions in a user friendly way. Kverneland traditional values such as Robustness, Light equipment, Easy adjustments, High performance are kept. More functionalities via innovations and a modern Design will identify the Kverneland 250 series as The Plough of The Future.

**Kverneland / Trend setter:**

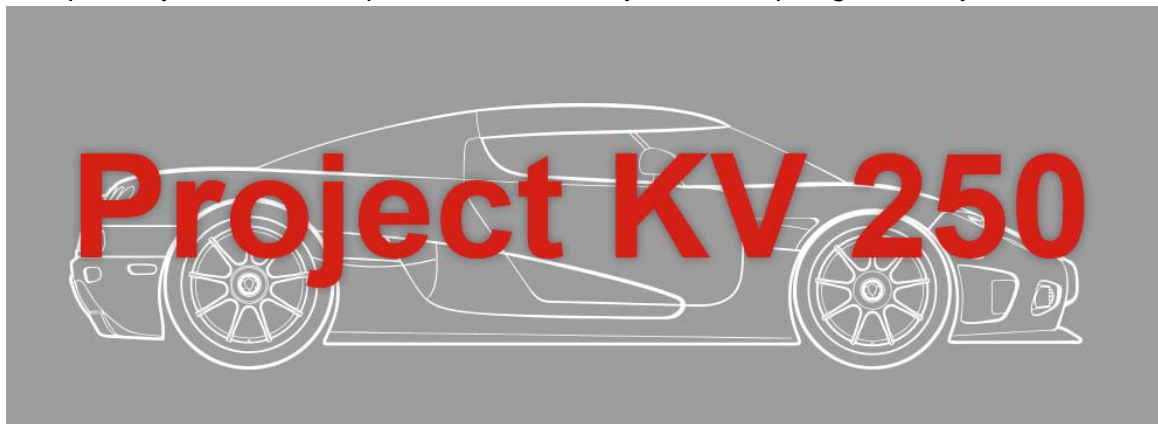
Kverneland has a long history as The trend setter in the industry. The Kverneland 250 will set new standards.

**Innovations + Design:**

Kverneland Research & Development teams have selected a Norwegian company, Eker Design, to provide extra industrial design competences to the project. Eker Design already has the experience of successful high end projects like sport boat (Hydrolift) and sport cars (Koenigsegg)

**Kverneland 250 Project:**

A modern design which can be inspired by the car industry. Design makes some cars exceptionally attractive compared to others. Why not in the plough industry !

**Discover Kverneland 250 innovations (Nov 2013) :**

<http://project250.kverneland.com/>

<http://project250.kverneland.de>

**Press release videos:**

Kverneland 250 teaser:

[http://www.youtube.com/watch?v=DX22yTHSEEA&list=PL0agoubs41h4d80XW\\_7ZQdg6-BEEAnjdT](http://www.youtube.com/watch?v=DX22yTHSEEA&list=PL0agoubs41h4d80XW_7ZQdg6-BEEAnjdT)

Kverneland 250 Project: <http://youtu.be/91pUGgx3FiA>

To download:

<http://download.kvernelandgroup.com/layout/set/content/Media/Multimedia/VIDEO-Kverneland-250-Project>

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Kverneland Group (Kverneland ASA - OSE: KVE) is a leading international company developing, producing and distributing agricultural machinery and services. Strong focus on innovation allows us to provide a unique and broad product range with high quality. Kverneland Group offers an extensive package of systems and solutions to the professional farming community. The offering covers soil preparation, seeding, forage- and bale equipment, spreading and spraying. For more information on Kverneland Group visit [www.kvernelandgroup.com](http://www.kvernelandgroup.com)

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