Press Releases

PREH WINS FENDT INNOVATION AWARD

Bad Neustadt/Saale. The Commercial Vehicle HMI Division of automotive supplier Preh has been recognized by agricultural vehicle manufacturer AGCO/Fendt with its EME 2019 Innovation & Collaboration Award for innovative strength, outstanding cooperation and transparency.

Every year AGCO/Fendt awards their top suppliers on the EME Supplier Day in different categories. Due to the current Corona situation, this years' Supplier Day was held virtually.

Wolfgang Geiger, Director Purchasing, Germany and Global Commodity Director Electric/Electronic Systems & Hydraulics at AGCO/Fendt paid tribute to Preh's outstanding engagement and the high level of professionality in the project collaboration and the consistent solution-orientated and transparent approach.

"Preh and Fendt developed an innovative HMI complete system based on a new modular platform principle. This collective achievement is an innovative series solution for a console that sets new benchmarks in the vehicle cabin regarding haptics, design and functionality", says Michael Jendis, Executive Director Commercial Vehicle HMI at Preh.

One of the consoles' highlights is an ergonomic, programmable multifunctional lever to reduce repeated usage of other operating elements. In addition, a rotary-push-tilt knob, well-known from the automobile area, is used for the intuitive menu control of the numerous tractor control system functions. The intuitive usability of the robust and high-quality operating system is complemented by a clear differentiation between the various functional groups. This is realized by a standardized key design including a color and light concept.

„For Preh the Fendt Innovation & Collaboration Award is a great recognition for our consistent engagement and proves, that innovation und transparent cooperation really matter", says Michael Jendis.