Press Releases

POSITIVE NEWS IN DIFFICULT TIMES

Preh highly successful at the world's largest agricultural machinery fair

Bad Neustadt/Hanover. Preh GmbH has taken part in Agritechnica for the second time since 2017. The world’s largest fair for agricultural machinery came to an end this past weekend in Hanover. Customers and interested parties, as well as market players, visited Preh’s moderately sized exhibition stand in large numbers.

With the slogan “more with less”, Preh’s Commercial Vehicle HMI division presented multi-functional operating elements for agricultural machinery. Characterized by intuitive operability they can be flexibly adapted to the increasing complexity of agricultural practice. The comprehensive armrest operating concept, which was newly developed in cooperation with a major manufacturer of agricultural vehicles, became the highlight of the 45 sqm sized stand and attracted a great deal of interest from the trade fair’s visitors.

Michael Jendis, Commercial Vehicle HMI Division Director at Preh: “We have once again set a clear example in the market with our new operating concept. Its quality, technology and ease of use is pointing the way forward, a view which has been confirmed by almost all visitors – farmers, agricultural vehicle manufacturers and even competitors. I am delighted, also for all my colleagues at Preh, to have positive news in these difficult times. Our rather small trade fair expenditure brought an enormous response from visitors, consolidated Preh’s image as an innovative development partner and manufacturer in the market, and enabled us to make very promising contacts. All in all, the fair was a complete success for our team and the entire company.”