The Valtra T Series, recognized with the prestigious GOOD DESIGN award

The fourth generation of the Valtra T Series has received the GOOD DESIGN ™ award, which has been delivering since 1950, being the oldest design award and the most prestigious and most recognized in the world. With this new distinction, the Valtra brand continues to reap success in the competition of international design awards.

> GOOD DESIGN ™ rewards new products aimed at consumers around the world, whose design, functionality and innovation deserve the qualification of exceptional

The award is presented annually by the Chicago Athenaeum: Museum of Architecture and Design in cooperation with the European Center for Design and Architecture. In the words of the design, usability and user experience of the Valtra brand, Kimmo Wihinen, "Achieving the GOOD DESIGN ™ award is the cornerstone of the great success of our new generation products. It seems

incredible that the same products have won almost all the awards possible in recent years and, at the same time, have had a great sales success and have enjoyed a high recognition from our customers. The design of these products has meant a great effort for Valtra, and personally I think it has been a privilege to have been part of the project from the beginning. Without a great team spirit, courage to do things differently and without the best collaborators, this would not have been possible. Our greatest appreciation is for all the people who have been involved in the project. "

The GOOD DESIGN ™ awards were created in Chicago in 1950 by Eero Saarinen, Charles and Ray Eames and Edgar Kaufmann, Jr. The official awards ceremony will take place in New York on January 27, 2017.

Source: AGCO Iberia S.A.