



## Press release

### **Growing together: BPW highlighting successful system partnership with agricultural machinery manufacturers at Agritechnica 2019**

- **BPW leading the Agriculture 4.0 trend with high-tech axles and digitisation**
- **Successfully growing 365 days a year: exhibition booth showcasing solutions for the entire harvesting process**
- **Trade fair highlights include weighing without scales and high-intensity lighting**

**Wiehl/Szombathely, 12 September 2019 --- The BPW Group is growing successfully as one of the preferred system partners of agricultural machinery manufacturers. With its high-tech axles and digital innovations, the company is driving the Agriculture 4.0 trend. At Agritechnica 2019, BPW will be exhibiting sophisticated solutions for the entire year, from tillage to harvest.**

Once considered rustic, the agricultural sector is now regarded as the avant-garde of the commercial vehicle industry – today, innovations often begin in the fields before they reach construction sites and motorways. Conversely, more and more contractors and farmers are relying on large drawbar trailers built for use on motorways, as they increasingly have to cover longer distances with heavier loads between the farm and the field. Both developments put BPW in a perfect position to become a major system partner for the agricultural machinery industry – its Hungarian subsidiary BPW-Hungária, which specialises in agricultural applications, has been growing successfully for years.

According to Peter Lindner, Sales Manager Agriculture for Germany and Benelux: ‘BPW demonstrates what we mean when we speak of a system partnership – we work closely with vehicle manufacturers, contractors and farmers to jointly develop relevant innovations with impressive customer benefits.’

The Agriculture 4.0 trend can be clearly seen at BPW’s exhibition booth (Hall 15, Booth E05), where the company will be exhibiting its running gear technology over the course of the year – be it tillage, sowing, fertilising, crop protection, harvesting or transport, BPW offers a tailor-made solution for every process.

One of the highlights is the AGRO Hub running gear computer, which not only provides precise information on all the vehicle’s operating data but also weighs the load with an accuracy of around two per cent without having to drive on to a scale. The weighing system is extremely robust, and all of the data is displayed visually and transferred directly to the towing vehicle via ISOBUS and wirelessly to mobile devices via Bluetooth. These data can be used for invoicing purposes, which makes the weighing system particularly interesting for contractors. The first leading manufacturers are now installing the system in their vehicles.

BPW is also setting a bright example when it comes to lighting technology. Thanks to its impact-resistant polycarbonate housing and LED technology, the new Ermax TM11 generation of tail

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lights is suitable for the toughest agricultural applications while simultaneously looking fast – the dynamic turn signal graphic is reminiscent of a super sports car and can display the agricultural machinery manufacturer’s logo if desired. While conventional lights usually crumble into microplastic after just one year, the TM11 is designed to last the entire life of the vehicle – reducing the impact on one’s budget and the environment.



**Picture caption:** Growing together, all year long – with its technological expertise and digital competencies, BPW is developing new solutions for agriculture in cooperation with its customers. (Source: BPW)

### **About BPW Agrar**

*BPW-Hungária Kft., a wholly owned subsidiary of BPW Bergische Achsen KG, is the specialist for agricultural running gear systems and special axles within the BPW Group. The company’s product portfolio ranges from moving axle stubs to single axles and complete tridem running gears with frames, including suspension and fitted brake systems for a unit load of over 30 tonnes. Over 1,500 employees produce the high-quality and technically sophisticated axles and running gear systems in Hungary. The agricultural products are sold through the member companies of the BPW Group around the globe. [www.bpwagrar.com](http://www.bpwagrar.com)*

### **About the BPW Group**

*The BPW Group researches, develops and manufactures everything needed to keep transport moving, safe, illuminated, intelligent and digitally connected. With its brands [BPW](#), [Ermax](#), [HBN](#), [HESTAL](#) and [idem telematics](#), the company group is a preferred system partner of the commercial vehicle industry around the globe for running gears, brakes, lighting, fasteners and superstructure technology, telematics and other key components for trucks, trailers and buses. The BPW Group provides a comprehensive range of mobility services for transport businesses, ranging from a global service network to spare parts supply and intelligent networking of vehicles, drivers and freight. The owner-operated company group currently employs 7,200 staff in more than 50 countries and registered consolidated sales of 1.48 billion euros in 2017. [www.bpw.de/en](http://www.bpw.de/en)*

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