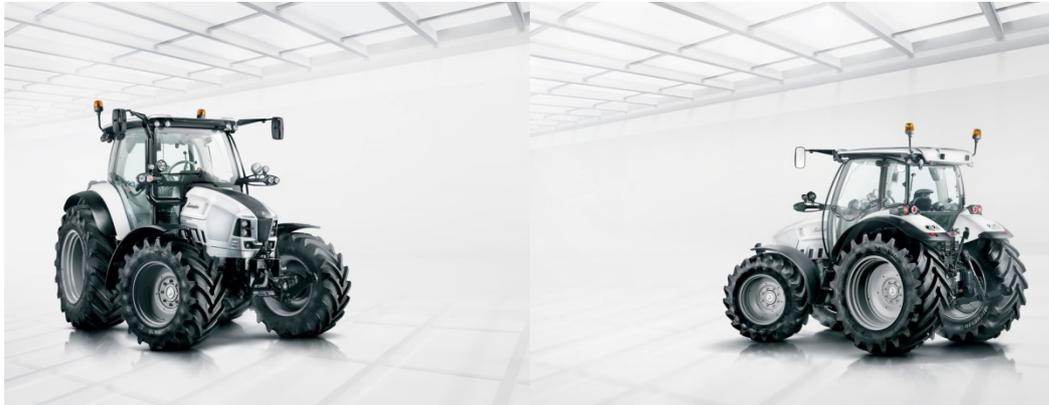


**2014 LAMBORGHINI NITRO FEATURING
TELENE® STYLING PANELS WINS GOLDEN TRACTOR OF THE YEAR
AND RED DOT DESIGN AWARD 2014!**

Extract from IVT International - September 2014



RAGING BULL

Strength with style: Lamborghini adopts a new look as it prepares for the battle of a lifetime.

Critical acclaim

The renewed Lamborghini styling flair has certainly caught the eye of the critics. First, the Nitro won the Golden Tractor for Design accolade in the 2014 Tractor of the Year awards, judged by an international panel of agricultural machinery journalists. It then won a Red Dot Product Design Award; the judges exclaiming: "This tractor, with its commanding lines and black-and-white contrasts, catches the eye and delights with high ergonomic quality." As SDF states in its promotional video for the Nitro: "What if strength could always have style..."

A perfect body

The tractor's relatively limited amount of bodywork is the main channel for design expression. Displaying a clean finish and crisp lines on the engine hood, fenders and cab roof panel are essential for providing a key quality message. Supplier Verniciatura D'Arcore uses Telene thermosetting resins, which are converted by the reaction injection molding process to produce a high performance polymer favored by OEMs for its resistance to impact damage. The material is designed to retain this characteristic at low temperatures while resisting distortion in extreme heat, whether from the environment or resulting from close proximity to the engine, exhaust pipe or similar sources.

Advantages claimed over sheet molding compounds include weight reduction and quicker production cycle times, especially when functional elements must

be incorporated. Telene's Class A surface and high-level paint adhesion minimizes labor-intensive finishing work.

Telene's recently introduced 1800 series is similar to the established families but can be used in non- heated molding tools to make components with similar properties, which is attractive for prototyping to test new components before committing to costly production tooling.



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