

DEUTZ^wORLD

The customer magazine of DEUTZ AG

SPECIAL #2

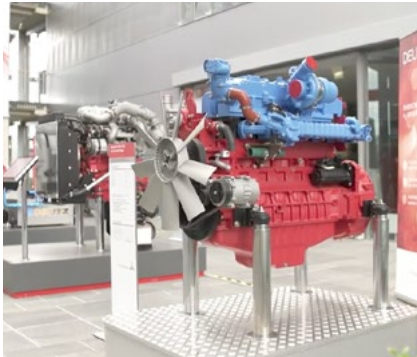


ELECTRIP



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Note: Gender differentiation has not been applied in this document for reasons of improved legibility.
The relevant terms apply for both genders in the sense of equal treatment.

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Ottostraße 1, 51149 Cologne
Person responsible:
Matthias Burmeister, Marketing

Director: Matthias Burmeister
Phone: +49 (0)221 822 55 53
Fax: +49 (0)221 822 15 55 53
E-Mail: matthias.burmeister@deutz.com
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Dear readers,

Our ELECTRIP week has passed, and it was a very exciting time for us indeed. And when I say “us”, I do not just mean the DEUTZ team. Above all, I mean you: our customers and partners. Thank you very much for being part of this special event and for letting us ‘electrify’ you.

The test drives on our fully electric and hybrid drives were an absolute highlight – on land as on water. We have successfully turned our E-DEUTZ strategy into a live experience for you, and I am glad to have you all on board for this project. Thank you for celebrating our progress in electrifying the off-highway segment with us.

This special edition of our customer magazine will take you back to the highlights of the ELECTRIP week. You could not join us? We hope the photographs and articles will give you an impression of the event.

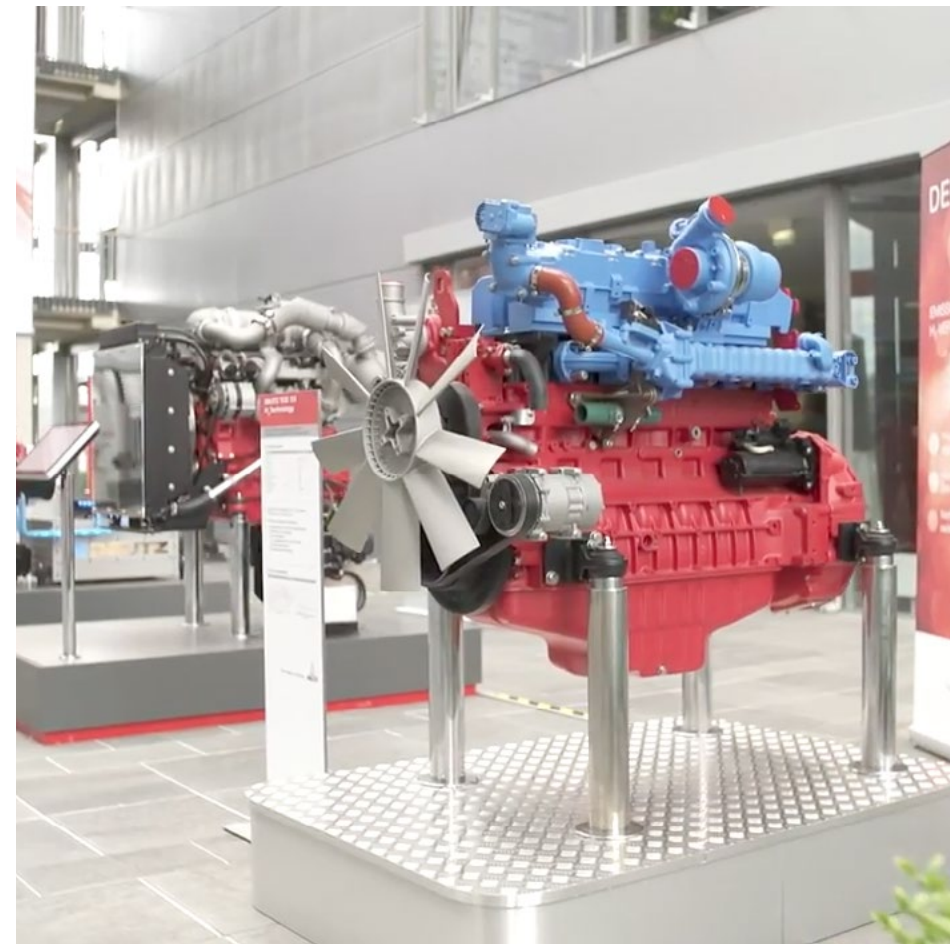
Who knows what other major events may be coming up in the future – after all, DEUTZ never rests. We constantly keep developing ourselves and our products to meet your high requirements and expectations. To find out how, delve into this new issue of our customer magazine.

We hope you enjoy the read.

Yours,

A handwritten signature in black ink, which appears to read "Frank Hiller".

Dr Frank Hiller, CEO



CULTURAL CHANGE

in the engine industry

“Electrification is bringing about cultural change in the engine industry,” Michael Wellenzohn, Member of the Board of Management for Sales/Marketing and Service, believes. During their meeting in Cologne, the ‘birth-place’ of the combustion engine, André Brockschmidt of Bauforum24.biz asked Mr Wellenzohn about those developments and the challenges that come with electrification and hybridisation.



André Brockschmidt: Mr Wellenzohn, as we all know, DEUTZ invented the combustion engine in 1876. Suddenly, the company is on track towards full electrification and hybridisation. What topics move you?

Michael Wellenzohn: Indeed, we are in a very exciting phase at the moment. The markets in which we operate are moving towards electrification. We want to be at the forefront of this transition.

André Brockschmidt: But you do not offer electrical and hybrid engines exclusively. A wide range of different engines are exhibited at DEUTZ AG in Cologne.

Michael Wellenzohn: That is correct. We see ourselves as an integrator of drive systems. We deliberately continue including conventional systems in our product catalogue: the combustion engine for diesel, gas and petrol will be with us for some years to come. But electric and hybrid drives certainly

already have a place today. Paying attention to alternative energy sources will become more and more important in the future.

André Brockschmidt: Let us think back: a lot has changed in the world of diesel engines since 1876. But if it were ten years ago, we would probably be talking about Stage 3 or 4 now. I assume the topic of electrification was not on your mind in those days. At the moment, I seem to be witnessing a burst of innovation.

Michael Wellenzohn: You are absolutely right. Ten years ago, the idea electrification was a playground for engineers. People were asking: how can we use electricity and energy recuperation to power auxiliary drives or engine components? Today, the big questions are about saving energy, eliminating emissions and reducing noise. Legislation is tightening up on these issues. Of course, electrification also saves energy by increasing the system efficiency of drives.

André Brockschmidt: That sounds fascinating. Electrification appears to be akin to a cultural revolution for engine manufacturers ...

Michael Wellenzohn: Yes, we are undergoing considerable cultural changes. Many of us only ever had kilowatts, horsepower per litre and torque on our minds. Now, our employees are learning about volts, amperes and ohms to understand the other part of the new engines. There has been immense progress in the field of energy storage technology, which promotes not just the use and efficiency of this drive but their competitive position.

André Brockschmidt: People like to simplify electrification; after all, it does away with complex powertrains and gearboxes. But overall control becomes more complicated. This is still new territory for DEUTZ. How did you acquire this knowledge in such a short time?

Michael Wellenzohn: Essentially, the acquisition of Torqeedo a year ago allowed us to bring that knowledge on board. Torqeedo is the global leader in the field of electric boat drives. The company has far-reaching expertise in electric engines, power electronics, battery management and control software. Ultimately, electrification will change the architecture of the machines, too.

André Brockschmidt: That sounds very exciting. Thank you very much for your insights and this fascinating conversation!

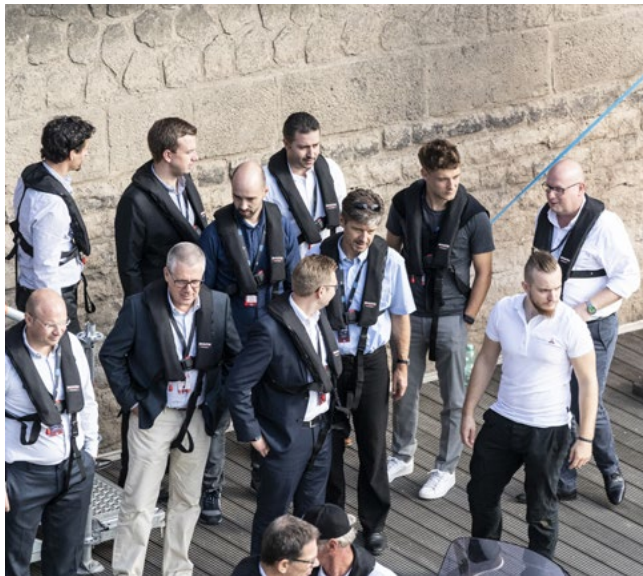
Michael Wellenzohn: It has been my pleasure.



IMPRESSIONS



ELECTRIP ON WATER





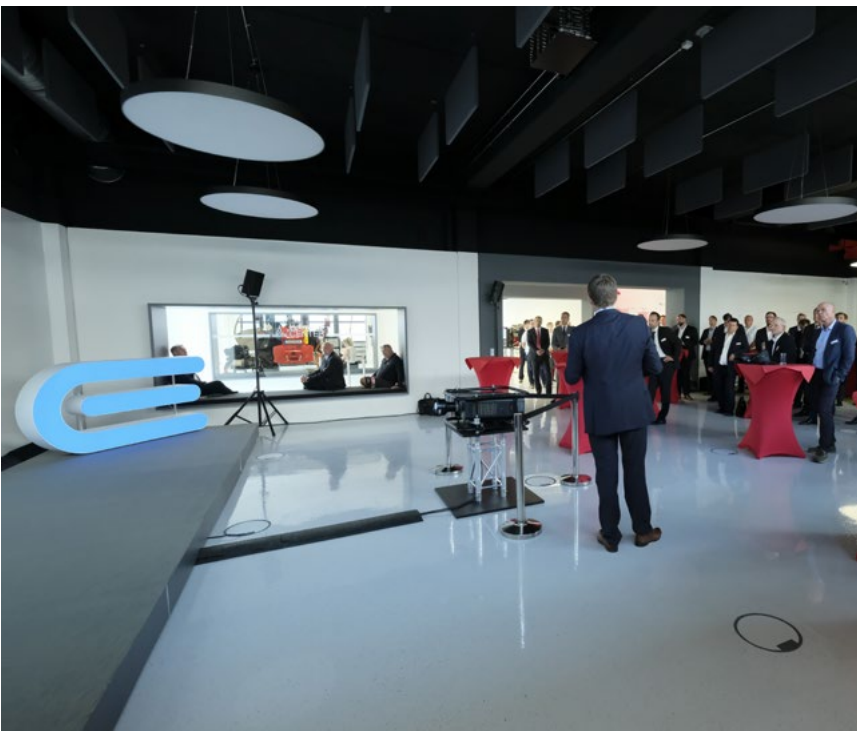
ELECTRIP
ON GROUND





ELECTRIP

DEUTZ INNOVATION CENTER





ELECTRIP

VIP DINNER





Innovating the future

The new DEUTZ Innovation Center



I am proud to know that we will have a separate centre on site that is dedicated to new ideas and developments. The new facilities are removed from the everyday office landscape and inspire creative thinking – outside the box.

*Thomas Brehmer,
Program Manager Electrification*



Brilliant minds and innovative ideas need space to flourish. The cutting-edge DEUTZ Innovation Center provides just that. Find out how we injected a good dose of pioneering spirit into an old industrial hall and how the new site shapes the future of DEUTZ today.



The former “4B” hall spans an area of 380 square metres in the centre of Cologne-Porz. In the spring of 2018, its conversion into the new DEUTZ Innovation Center began. The project itself was conceived only months prior: in December, 2017, we decided to consolidate the expertise and skills of our employees from different departments in one place.

Oldie but Goodie

The first problem that needed to be solved: where would the new center go? Luckily, a suitable location was soon found. The building at the center of the DEUTZ premises offered perfect conditions. For years and years, the company had been working on its new engines here, so continuing to write history here was an obvious choice.

Once the decision had been finalised in January, everything happened very quickly. Financing was approved in February, and soon, more than 50 DEUTZ employees will be developing their pioneering ideas at the new center. The new building is impressive: the industrial shabby chic of the old hall has made way for an elegant design with a technical infrastructure at the state of the art. The whole process only took a few months.

A creative forge to foster teamwork

The Innovation Center is a think tank for our employees. It is made entirely of glass and contains a Windows Surface hub, a 3D printer and plenty of other features to nourish inventive minds. The teams are free to unleash their creativity here, taking a project from an initial idea to the planning process

with 3D objects, mock-ups or augmented-reality visualisation and the final realisation. Open spaces and quiet corners facilitate constructive discussion as well as focussed work.

The foundation of a new dynamic

The new project promotes the pioneering spirit, passion and innovative culture of DEUTZ, and the new Innovation Center is the perfect environment for it. New, disruptive ideas require the collaboration of creative minds. This new dynamic does more than electrify engines.

And the Winner is ...

DEUTZ Connect app wins the Red Dot Design Award 2018

With DEUTZ Connect, DEUTZ AG has successfully digitalised its service processes. Now, the service app has been distinguished with the renowned Red Dot Design Award for its excellent design and usability. DEUTZ Connect came first out of 8,600 submissions from 45 countries in the category “Mobile App” and received the sought-after Red Dot Design Award for its outstanding design and creativity.



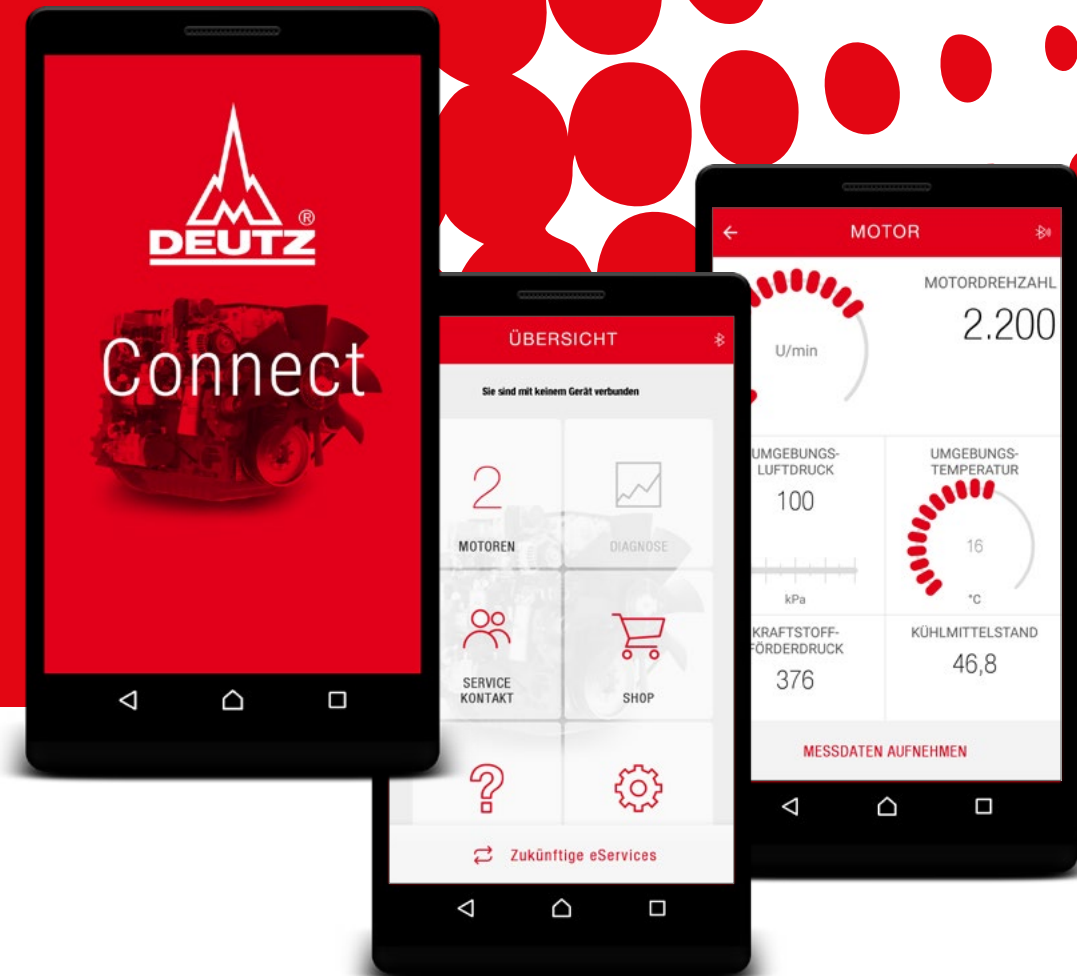
This prize is proof that our digitalisation strategy is on the right track. The combination of sophisticated technology and excellent design into a modern service app is our key to success.

*Dr Matthias Szupories,
Senior Vice President Marketing, Strategic
Product and Market Development*

DEUTZ Connect is the first app to facilitate remote engine diagnostics by smartphone or tablet. All relevant engine data are read in real time, evaluated by an intuitive user interface and forwarded directly to the competent service partner.

A high-profile distinction for an analytics pioneer

With its free app, DEUTZ is revolutionising the service process for its off-highway engines in the field. Users and operators of off-highway units, such as construction



red dot award 2018
winner



machines and tractors, can easily extract the engine data and error log of their running engine with a Bluetooth connection and send them to the competent retailer instantly. This ensures fast, effective service processes. Fleet operators can keep manage their engines easily in the app and schedule maintenance work, for instance.

A technological benchmark for mobile service systems

DEUTZ developed the user interface and functions of the app together with its project partner Jinit[AG, a leading provider

of digitalisation and IT solutions. The result sets a technological benchmark on the B2B market for mobile service systems. The application features all advantages of a modern service app, combining great benefits for DEUTZ customers with intuitive controls. DEUTZ connect is a pioneering product that offers precise service, shorter downtimes and complete customer satisfaction.

A distinction in more ways than one

The Red Dot Design Award is a distinction in more ways than one: it honours not just

the design and usability of the app but the company's successful digitalisation strategy as a whole. In the words of Dr Matthias Szupories, who is responsible for digitalisation and e-services: “This prize is proof that our digitalisation strategy is on the right track. The combination of sophisticated technology and excellent design into a modern service app is our key to success.”

Welcome to Cologne “am Rhing”

The colourful, vibrant metropolis on the on the Rhine welcomes you. During its two millennia of history, the city has gained countless interesting places and buildings, most of which can be discovered on foot.

The city centre is home to the City Hall and Rathausplatz square, Museum Ludwig and the Farina Fragrance Museum, stood opposite the construction site in the Archaeological Zone, where the Jewish Museum is being built. Of course, this district is also where Cologne Cathedral stands. The awe-inspiring Roman structure with its 150-metre towers bestrides the city. You can spot the impressive building from afar as you approach Cologne by car, plane or train.

Just before pulling into the central station, those arriving on a train from the east can also catch a glimpse of thousands of ‘love locks’ that have been attached to the Hohenzollern Bridge over the years. Couples from all over the world have expressed their love to each other by locking one of these padlocks to the railings. It is a unique sight and immensely popular with tourists.

Culinary treats and the Cologne lifestyle

If you want to escape the hustle and bustle around the Cathedral and the surrounding shopping streets, head to the nearby old

town or the Belgian Quarter, where countless cafés, restaurants and breweries await. Enjoy international dishes and experience the famous Cologne joie de vivre over a glass of Kölsch.

All in all, the people of Cologne live up to their reputation of being outgoing, cheerful souls. They tend to be eager to help visitors. Don’t hesitate to approach them if you ever get lost looking for the Romano-Germanic Museum, the nearest ice cream parlour or the best schnitzel in town (hint: it’s at Oma Kleinmann’s restaurant).

On 11/11 at 11:11 am, the Cologne natives pour into the city centre in their costumes or carnival uniforms to celebrate the “fifth season” in the Rhineland, the Cologne Carnival. A plethora of events is held all over town to enjoy the irreverent festivities – “op kölsch”, as they say.

Have a first look at Cologne before your visit at www.cologne.de!

The official portal of the City of Cologne offers information on public transport, schedules and parking information. It also features a city map, an event calendar and a weather forecast for your stay.

Alternatively, just do as the locals do and exclaim:

„Et kütt wie et kütt“ und „Et hätt noch emmer joot jejange!“

(Translation: “whatever will be will be” and “Things have always turned out right so far.”)



DEUTZ has taken its next decisive step by launching its E-DEUTZ strategy and combining its low-emission engines with electric drives.

This past April, DEUTZ presented its first off-highway hybrid concept at the INTERMAT trade fair in Paris.

Our E-DEUTZ programme focuses on our systems expertise and the potential of the new technologies.

In future, you will be able to configure your integrated hybrid and electrical system solutions using the modular DEUTZ toolbox.

Get electrified!



E DEUTZ