



Press release

Pöttinger website: new design - new technology

Pöttinger has completely revised and optimised its website. The agricultural technology professionals in Grieskirchen/Austria launch their new web pages, which are now even more user-friendly, intuitive and attractive. For the relaunch, they placed great importance on a clear and uncluttered layout to make navigation easier. You can find the information you are looking for in just a few clicks.

In addition to the new look, a great deal more space has been provided for videos, with over 100 clips. Another advantage is that instead of selecting your language you can now select your country so that Pöttinger can better meet the requirements of individual markets. Instead of twelve different language versions, there are now almost 30 country versions.

'Poettinger.at' attracts around 1.2 million visitors a year and is geared especially for **user friendliness** with the very latest technology: "Responsive Design", i.e. adapting to different sizes of screen, was an essential criterion for the marketing people at Pöttinger. As a result, you can obtain information about Pöttinger and the latest innovations conveniently, regardless of whether you use a PC, laptop, tablet or smartphone.

The new website is divided into six main categories. The product pages are right up-to-date and provide an excellent overview. Customer service and spare parts feature prominently as well. Now you can really see that Pöttinger possesses unsurpassed expertise in this area.

In the download centre you can easily obtain all brochures, photos, videos and instruction manuals for each group of products. A lot of space has also



been dedicated to information about the company and career opportunities at Pöttinger. In the partner portal - an area accessible only to sales partners - registered dealerships can log-on in the usual way.

For Pöttinger, as one of the leaders in innovation, the relaunch of the website is another milestone in leading the way into the digital future.

Photo preview:



http://www.poettinger.at/img/landtechnik/collection/sonstiges/Device_Ensemble_hq.jpg

Photo caption:

The new Pöttinger website is online!

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