Valtra Q Series wins 2023 Red Dot Award: Product Design

Valtra's new 'Beast' gets off to a roaring start with Red Dot win

April 21, 2023

This week Valtra celebrates another achievement as their 'Beast' receives a prestigious Red Dot Award: Product Design. The announcement comes less than 6 months after their newest tractor, the Q Series was released. For a new tractor in a previously unchartered horsepower range, receiving such an award confirms what many farmers and contractors who have test driven the tractor have been saying – The Q Series is a well-designed tractor that perfectly suits this higher horsepower segment.

The much-anticipated Q Series was released in September 2022, and quickly garnered industry attention, picking up the FARM MACHINE 2023 JURY AWARD at the SIMA show in November. The FARM MACHINE jury praised the Q Series for its agricultural contractor focused approach.

At 230 to 305 horsepower, the Q Series perfectly fits the gap between Valtra's 155 to 271 hp T Series and their 290 to 405 hp S Series. In test drives, customers have praised the Q Series' smooth CVT transmission, maneuverability, and high level of visibility for such a high-horsepower tractor. To achieve this, careful consideration has been given to the design of the Q Series. Industrial Design & User Experience Department Lead, Kimmo Wihinen, explains that the best tractor experience comes from listening to the customer: "Customers have been asking for a bigger T Series. We have delivered a completely new tractor. Large farms and agricultural contractors need an efficient higher horsepower tractor but with good maneuverability and visibility. Everything from the easy access via the aluminum steps, the all-new powerful integrated front work lights, market-leading cab comfort, new roof design, and easy-to-use, fully integrated technology via the SmartTouch user interface, responds to customer feedback. Everything is designed to make the Q Series the most comfortable, and well-equipped tractor of its kind. It is the best tractor we have ever designed and built here in Suolahti. We are very happy that the Q Series continues Valtra's history of winning Red Dot Design Awards."

Valtra's previous successes with Red Dot Awards has included an award for the T Series in 2016, an Honourable Mention for the N Series in 2017, a win for the A Series in 2018, for the G Series in 2021, and, more recently, a Red Dot Award for the N Series in 2022.

Valtra's Q Series will be on the road heading to various locations across Europe as part of Valtra's SmartTour 2023. Further details can be found from the Valtra SmartTour web page.

www.valtra.com/smarttour.html

www.valtra.com/products/qseries.html

#Valtra #QSeries #yourworkingmachine #RedDotAward #RedDotAward2023 #RedDot2023

About Valtra

Valtra Inc. develops, manufactures, markets and services Valtra tractors, each of which is designed specifically to meet individual customer needs. Renowned for their versatility and reliability, Valtra tractors are built to withstand the most demanding climates and guarantee the highest level of performance in the toughest working conditions. Valtra is a global brand of AGCO and the leading tractor manufacturer in the Nordic countries, as well as one of the most popular brands in Latin America.
www.valtra.com

About AGCO
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