

Unique selling proposition segment and brand matrix

							 Higher payload				
Agriculture											
Tractors >250hp	Profi-Fit	Profi-Grip	-	-	Profi-Fit Profi-Grip Profi-Flex*	All product ranges	Profi-Fit Profi-Grip	Profi-Fit Profi-Grip Profi-Flex*	Profi-Fit Profi-Flex ^{HS} Profi-Grip	Profi-Fit Profi-Grip Profi-Flex ^{HS}	Profi-Flex*
Standard tractors <250hp	Profi-Fit	-	-	-	Profi-Fit Profi-Flex*	All product ranges	Profi-Fit	Profi-Fit Profi-Flex*	Profi-Fit Profi-Flex ^{HS} Profi-Grip	Profi-Fit Profi-Grip Profi-Flex ^{HS}	Profi-Flex*
Combines	Profi-Fit	Profi-Grip	Profi-Fit	Profi-Fit	Profi-Fit	All product ranges	Profi-Fit Profi-Grip	Profi-Fit	Profi-Fit Profi-Grip	-	-
Sprayers	Profi-Fit	Profi-Grip	Profi-Fit	Profi-Fit	-	All product ranges	Profi-Fit Profi-Grip	Profi-Fit	Profi-Fit Profi-Flex ^{HS} Profi-Grip	Profi-Fit Profi-Grip Profi-Flex ^{HS}	Profi-Flex*
Implements	Profi-Line Profi-Max	Profi-Max	Profi-Line Profi-Max	Profi-Line Profi-Max	Profi-Max	All product ranges	Profi-Line Profi-Max	Profi-Line Profi-Max	Profi-Max	Profi-Line* Profi-Max	Profi-Max
Self-propelled forage harvester	Profi-Fit	Profi-Grip	Profi-Fit	Profi-Fit	-	All product ranges	Profi-Fit Profi-Grip	Profi-Fit	Profi-Fit Profi-Flex ^{HS} Profi-Grip	Profi-Fit Profi-Grip Profi-Flex ^{HS}	-
Forestry											
Standard single piece	-	Profi-Tuff	-	-	-	All product ranges	Profi-Tuff	Profi-Tuff	Profi-Tuff	-	-
Construction											
Single piece light construction (skidsteer loaders, telehandlers, backhoe-loaders, compact wheel loaders)	Infini-Fit	-	-	-	-	All product ranges	Profi-Fit	-	Profi-Fit Infini-Fit	-	-
Multi Piece heavy construction (articulated dump-trucks, wheel loaders, motor-graders, road pavers)	-	-	-	-	-	All product ranges	-	-	-	-	-
Material Handling											
Multi piece container handling & stackers	-	-	-	-	Standard Multi-piece Infini-Forge	All product ranges	Infini-Forge	Standard Multi-piece Infini-Forge	Infini-Forge	-	-
Multi piece mobile cranes	-	-	-	-	-	All product ranges	-	-	-	-	-
Fork lift truck	-	-	-	-	-	All product ranges	-	-	-	-	-
Mining											
Underground <=33 inch	-	-	-	-	-	All product ranges	Infini-Forge	-	Infini-Forge	-	-

* Profi-Flex available as Profi-Flex^{HS} with unique spacer to address issue of run out and suitable for speeds up to 50km/h