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Taking a clear Stand

In 1968, the Steyr-Daimler-Puch factory was placing a very successful truck series on the market, the Steyr 90 Plus, whose distinctive appearance was the angular driver's cab.

Primarily, the individuality of the driver's cab was characterized by a form, which was unknown before, resulting in an optical "kink" in the lower part of the front. The asymmetrical radiator grill, with its three-row rib arrangement on the right side, further increased the charismatic appearance. Not only visually but also technically, the Austrian found connection to the competitors, which concerned the engines as well as the chassis technology and also the efficiency of the trucks. In 1968, they started with the 90-Plus series, among other things with the type 1290, on which they had great hopes to fill the gap in this truck segment. The truck was sufficiently equipped with a 6-cylinder turbocharged engine that produced 230 hp. Different wheel bases, from a truck trailer as well as a conventional platform truck, made

it possible that a suitable truck could be found for every potential buyer in the assortment of the type 1290.

The tire manufacturer Semperit, the largest Austrian tire manufacturer and second largest national business enterprise, also profited of the Steyr-programme at the beginning of the 1970's. The rubber processing company was founded in 1910 and was becoming to the most important Austrian tire manufacturer. By the early 1970s, Semperit employed around 15.000 workers.

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