



30 September 2013

New Holland Agriculture: organizational changes

On 17th September 2013, Fiat Industrial divulged a press release about the new organizational changes in its leadership team ahead of the completion, on 30th September 2013, of the merger between Fiat Industrial and CNH, resulting in the creation of CNH Industrial.

The changes that directly impact on New Holland Agriculture Brand are the following:

Carlo Lambro has been appointed **Brand President, New Holland Agriculture** in addition to his present role as **Vice President, New Holland Agriculture EMEA**. In his dual role he will ensure continuity in the development of New Holland Agriculture's business, creating tighter interactions within the Brand and Regional matrix organization.

Franco Fusignani has left his roles of Brand President New Holland Agriculture and COO Fiat Industrial APAC to become the **Chief Operating Officer, Iveco**. In this new role, he will be responsible for the profit and loss of the Iveco Truck and Commercial Vehicles business.

With the creation of CNH Industrial and the new leadership structure, New Holland Agriculture is about to embark on a new era of growth and business development.

New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com



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Press Release