

December, 17, 2013

New Holland's area at Expo Milano 2015 officially allotted

The allocation ceremony of the first 26 lots on which the pavilions for Expo Milano 2015 will be built was held on Monday 16 December in the Milan Triennale Museum's Salone d'Onore.

The event was attended by the President of the Region of Lombardy, Roberto Maroni, Expo Milano 2015 Chief Executive Giuseppe Sala and the General Commissioners of the countries and private companies scheduled to take part in the Universal Exposition and the representatives of the lots, who were presented with a symbolic sod of soil.

New Holland Agriculture, which is part of the CNH Industrial group, and together with the automotive brands of Fiat S.p.A., is an official global partner of the Expo, and will take centre-stage with a 1,638 m² pavilion dedicated to sustainable agriculture. New Holland's Brand President Carlo Lambro made the following statement: "It gives us all enormous satisfaction to undertake an active part of such an ambitious and far-reaching project, which will involve some 139 countries and international organizations. And the satisfaction is even greater if we pause to consider that thanks to Expo Milano 2015 and its "Feeding the planet, energy for life" theme, New Holland will be able to provide millions of visitors from all over the world with a tangible illustration of the importance of the sustainable and efficient farming practices on which our Clean Energy Leader® strategy is based".

The lot allocation ceremony was streamed live on the Rai Expo website, while thanks to a specially produced video clip the delegations of participants were able to view their respective lots and got an idea of the state of completion of the works.

Expo Milano 2015 will take place from 1 May to 31 October 2015.

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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