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New Holland Agriculture will offer visitors to the Expo Milano 2015 Pavilion an interactive journey

- *An engaging and interactive journey through the world of agriculture and the history of the Brand*
- *'A Sustainable World', new episode of The Seeds Of Life Series*

The visit experience of the New Holland Sustainable Farm Pavilion at Expo Milano 2015 is taking shape following the concept idea developed by Filmmaster Events, in partnership with Movie & Arts, who has been appointed to organize and manage it.

"Inside the New Holland Pavilion, visitors will live an emotional and interactive experience, discovering our vision of agriculture, how we interpret the present and provide for a sustainable future of farming", said Carlo Lambro, Brand President of New Holland Agriculture. "Through multiple interactive tools, video installations, augmented reality and product displays, the general public will get closer to farming and understand the importance of agricultural mechanization in the food supply chain", he concluded.

An engaging and interactive journey through the world of agriculture and the history of New Holland

The visit experience begins from the northern façade of the Pavilion, where stairs treat visitors to a panoramic view alongside a kaleidoscope installation placed on the roof of the building, symbolizing the leaf of the New Holland logo. The creative game of the sunlight reflections symbolizes the ability of New Holland to go with the ever-changing requirements of agriculture, according to seasonal cycles and climate changes.

The second generation T6 Methane Power tractor, displayed on the Pavilion's rooftop, is an excellent testimony to New Holland's approach to an agricultural mechanization based on sustainability and the use of renewable fuel. This tractor, exhibited also at SIMA 2015 in Paris, represents for New Holland a key step to achieving its goal of an 'Energy Independent Farming' where methane can be generated from renewable energy sources, like biomass. The tractor is equipped with the agricultural FPT Industrial NEF 6-cylinder engine powered by 100% methane, with increased horsepower of 179 HP and an enhanced torque of 740 Nm. The NEF engine guarantees a better overall performance in terms of power, torque and drivability. In addition, thanks to maximum torque delivery at a lower RPM compared to the previous version, noise emissions can be significantly reduced.



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Methane propulsion technology offers numerous environmental advantages, such as an 80% reduction in CO₂ emissions when compared to a standard diesel engine. The tractor's three-way catalyst ensures above Tier 4B compliance on its own, without the need for additional after-treatment system. With biomethane, the carbon footprint from machinery is virtually zero, and a 25%-40% of costs can be saved, in comparison with conventional fuels.

The visit inside the Pavilion continues down a ramp descending the whole building. On the first floor, an area with 3D applications is dedicated to the Energy Independent Farm and the role of the T6 Methane Power tractor. Furthermore, an interactive game based on the concept of 'Doing more with less' illustrates how to produce more and better by reducing energy consumption, the polluting emissions, and the use of inputs. The multimedia experience continues in The Seeds of Life room, dedicated to the web series of the same title. Here, guests can learn more about the stories of farmers from all over the world, from Italy to Canada, from Brazil to France, from Germany to China, selected by New Holland among its customers for its communication campaign at the Expo.

On the Pavilion ground floor, guests will discover three New Holland flagships - a T7.270 high horsepower tractor, a CR 9.90 combine and a Braud 9060L self-propelled grape harvester - and will be surrounded by a highly appealing video, a tale of dynamic images that will accompany the audience from seed to food through the day and the night and the four seasons.

The visit continues to two galleries where guests can enjoy the storytelling of 120 years of New Holland history and its innovations, a real driving and harvesting experience on a simulator, and finally explore a shop where a wide selection of branded items can be purchased.

'A Sustainable World', new episode of The Seeds of Life Series.

'A Sustainable World', the new episode of the web series 'The Seeds Of Life', will be online on the website www.expo2015.newholland.com starting from February 2015. Shot in the most beautiful scenery in the world, the collection of short films that accompany New Holland during Expo 2015 is focused on the life and work of the heroes - men and women farmers – who feed the planet with the help of New Holland.

New Holland with



In a world that becomes more environmentally conscious, 'A Sustainable World' shows how farmers around the world protect their natural resources to create a sustainable cycle within their farm, thus preventing wastage. Farmers use cattle manure to fertilize corn fields and, by using corn to feed the cattle, they do more than many others to give back to the land what they have borrowed from it, contributing to provide for a better and more sustainable future of the community and the next generations. Taking care of our Mother Earth means also choosing the best machinery, and New Holland plays an important role in sustainability, with its efficient and fuel saving equipment.



The series 'The Seeds Of Life' and all the content related to the participation of New Holland Agriculture at Expo 2015 are also shared on the main social media (YouTube, Facebook, Twitter, Google+ e Flickr).

Stay tuned!

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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