

12 November 2013

## **New Holland Agriculture brings sustainable, efficient technology to World Expo Milano 2015**

New Holland Agriculture, as part of CNH Industrial, and together with the automobile brands of Fiat S.p.A., is an official global partner of World Expo Milano 2015. New Holland Agriculture will take centre stage with a 1,638 square meter pavilion, embodying the Sustainable Farm.

“The Expo 2015’s theme of Feeding the Planet, Energy for Life provides us with a unique opportunity to share our vision of sustainable agriculture,” stated Carlo Lambro, Brand President of New Holland Agriculture. “We believe, and have shown, that by using sustainable, efficient farming practices, as detailed in our Clean Energy Leader® strategy, the world’s farmers can produce high quality food to eat and efficient and clean energy to power their farms and local communities. Moreover, this prestigious event will enable us to reach millions of visitors from all over the world, to communicate and explain in a practical way, why this farming philosophy represents the future for agriculture.”

### **World Expo Milano 2015: an event of global significance**

Expo Milano 2015 will take place in Milan, Italy from 1<sup>st</sup> May to 31<sup>st</sup> October 2015 and 138 countries and international institutions will take part. The Expo’s theme is ‘Feeding the Planet, Energy for Life’ and the core ideas resonate with New Holland’s commitment to sustainable farming. Expo 2015 will be an extraordinary universal event, displaying tradition, creativity and innovation in the business of food production, and agriculture has a core role to play.

### **Design team of the innovative Earthscreening pavilion concept**

Recchiengineering (one of the Italian leading companies in the field of design, project and construction management), group leader of a multidisciplinary project team composed by Carlo Ratti Associati (project leader), NÜSSLI Italia, Manens-Tifs, Studio Durbano, has been appointed as the creative agency for the pavilion, following a competitive pan-European tender. It’s project, entitled ‘Earthscreening’, best interpreted New Holland’s commitment to sustainable efficient farming. Through an attractive and sustainable building, multiple interactive tools, video installations, augmented reality and product displays, visitors will experience and understand how New Holland is promoting the importance of agricultural sustainability.



PRESS RELEASE

*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](http://www.newholland.com)*



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