

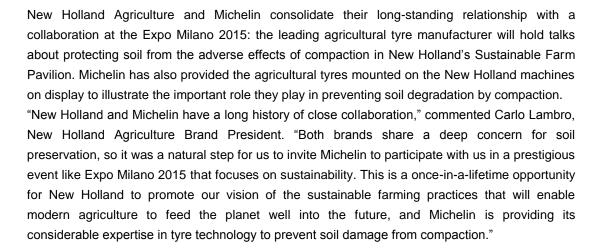




11/06/2015

Michelin participates in New Holland Agriculture's Sustainable Farm Pavilion at World Expo Milano 2015

- Preserving soil quality and nutrients through sustainable farming practices
- A sustainable collaboration on display



Preserving soil quality and nutrients through sustainable farming practices

At its Sustainable Farm Pavilion, New Holland takes visitors on an interactive journey through the world of agriculture, bringing the general public closer to farming and helping them understand the importance of mechanization in the food supply chain. New Holland's vision is based on sustainable and efficient farming practices that, together with innovative technologies, enable farmers to grow high quality produce to feed the world's population and generate clean energy to power their farms and local communities.

Mechanisation that prioritises the preservation of the soil's structure and nutrients is central to New Holland's vision of a sustainable future of agriculture. It shares with Michelin its concern for minimising the adverse effects of compaction on soil and crops such as the reduction in soil aeration and water absorption, and the consequent disruption to crop growth that results in lower yields.



PRESS RELEASE









"New Holland's concern for preserving the quality of the soil runs through our research and development activities, resulting in solutions and technologies that can be found across our product range," added Mr Lambro. "Just to mention a couple of examples, our Precision Land Management technologies prevent overlapping passes in the field reducing ground compaction, and our T7 Series tractors provide excellent traction without slippage and lower pressure on the soil with their excellent power-to-weight ratios of up to 25.8 kg/hp."

The choice of the right tyre and adapted tyres pressure are also critical factors in preventing soil compaction, and this is where the partnership with Michelin comes in. Its tyre offering is designed to ensure the best solutions for sustainable and productive farming.



A sustainable collaboration on display

The machinery on display at the Sustainable Farm Pavilion demonstrates the successful partnership of well designed equipment and the right tyre technology: the T6 Methane Power and T7.270 series tractors, the CR 9.90 combine harvester and Braud 9060L grape harvester on display all mount Michelin tyres.

New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or groundscare 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

New Holland Agriculture is a brand of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. More information about CNH Industrial can be found online at www.cnhindustrial.com







expo2015.newholland.com

You Tube

http://it.youtube.com/user/NewHollandAG



www.flickr.com/photos/newholland



http://www.facebook.com/NHAgriUKandROI



http://twitter.com/NewHollandAG



https://plus.google.com/117086178528241801087/posts



Press contacts:

Sara Sebastianelli, New Holland Agriculture. Phone: 01268 295 268

email: sara.sebastianelli@newholland.com

Rebecca Dawson, Ware Anthony Rust. Phone 01223 272800, mobile: 07584 216629

email: Rebecca.dawson@war.uk.com

Geoff Dodgson, Ware Anthony Rust. Phone 01223 272800, mobile 07710 379561

email: Geoff.dodgson@war.uk.com

