

New Holland with



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## **New Holland at EXPO Milano 2015: the charge of the 850 thousand**

*After six months, countless events, two prestigious awards and exceptional visitors numbers, the New Holland Agriculture Sustainable Farm Pavilion at Expo has finally closed its doors*

The objectives were clear, yet anything but simple: to get the general public interested in the themes of sustainable agriculture; to demonstrate the importance of agricultural mechanization in the food production chain; to give a voice to farmers and to raise their profile, recognising their vital role as producers of food while respecting the environment.

After six months, we can confidently declare the New Holland Sustainable Farm Pavilion at Expo Milano 2015 a resounding success: objectives were met in full and visitor numbers more than exceeded even the most optimistic of expectations, with more than 850 thousand people visiting the pavilion, with a near constant stream in the final weeks of Expo.

The Pavilion's numerous attractions in the Pavilion, designed to best interpret the Expo's theme of "Feeding the Planet, Energy for Life", were descended upon by a cross section of the public, which included many farmers, lots of agricultural machinery fans and plenty of young people and children, many of whom visited the pavilion as part of an organised school trip.

But the New Holland pavilion at Expo Milano 2015 also represented the ideal meeting point for those who have a more direct and personal relationship with the Brand: New Holland customers, dealers and importers from all around the world kept the exhibition area constantly buzzing, as they enthusiastically participated in the numerous events organised exclusively for them. Equally important was the presence of representatives of local and national institutions, trade associations, generalist and trade press from Europe and around the world.

New Holland's commitment to making its own presence at Expo an example in sustainability was not only widely acknowledged, but also rewarded. The New Holland pavilion was nominated Leader in the Category for Sustainable Design & Construction - as part of the initiative entitled "Towards a sustainable Expo" - promoted by the Italian Ministry for the Environment and dedicated to both promoting and rewarding the adoption of sustainable solutions by leading players of Expo Milano 2015; it was also declared best Corporate Pavilion at the Class Expo Pavilion Heritage Awards, an event organised by Class Editori in partnership with the International Laureate Universities and the World Association of Agronomists, in order to reward those Expo pavilions that leave the best heritage for new generations on the theme "Feeding the Planet, Energy for Life".



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“These past six months, and let's not forget the preceding, and at times challenging, phases of designing, planning, building and organising our pavilion, have represented for New Holland, and for me personally, an unforgettable experience that will have positive results for a long time to come” said Carlo Lambro, Brand President of New Holland Agriculture.

“Being the only manufacturer of agricultural machinery present at Expo with its own pavilion and setting ourselves the objective of showing the general public the vital importance of modern, efficient and sustainable farming, certainly represented a huge responsibility, but also generated an incredible amount of enthusiasm, which I observed in each and every person who was involved, whether ‘on the front line’ or ‘behind the scenes’ in making this magnificent adventure such a success. I would like to extend my warmest, most heartfelt thanks to them all”.

*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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-  [www.flickr.com/photos/newholland](http://www.flickr.com/photos/newholland)
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