

06/02/2014

New Holland Wins 2013 Clean Tech Award in ‘Best Food & Agriculture’ Category

- *New Holland’s Clean Energy Leader® strategy earns recognition*
- *Award honours New Holland’s innovation and support for a sustainable agriculture*

New Holland won The New Economy’s prestigious 2013 Clean Tech Award in the Best Food & Agriculture Category for its contribution to sustainable development with its Clean Energy Leader® solutions for the promotion and use of renewable fuels, low emissions technologies and sustainable farming techniques across the world.

In the words of The New Economy, the 2013 Clean Tech Awards ‘set out to honour and recognise the most innovate and promising ideas, projects, solutions and teams in clean tech. They are aimed at unearthing and promoting the new global clean tech elite - the champions of tomorrow.’

New Holland’s Clean Energy Leader® strategy earns recognition

The New Economy’s judging panel, made up of representatives from business journalism, corporate leadership and academia, based its decision on a wide range of criteria, including the votes received from readers through the magazine’s website.

Carlo Lambro, Brand President of New Holland Agriculture, stated: “This recognition is the culmination of our efforts to support a sustainable agriculture around the world and comes on the back of a string of awards New Holland has received in 2013 that are testament to the effectiveness of our Clean Energy Leader programme.”

Award honours New Holland’s innovation and support for a sustainable agriculture

The 2013 Clean Tech Award recognises New Holland’s forward looking approach and efforts to promote biodiesel and sustainable fuels, the development of emission reduction systems and sustainable agricultural technologies. This has led to the concept of the Energy Independent Farm, where the farm produces energy from renewable sources and uses it to run its equipment, as well as supply electricity and heat to its buildings and activities. The latest important step towards this goal is the prototype Methane Power tractor, which was recently unveiled and will run on methane produced from biogas on the farm.

The award also honours New Holland’s approach to innovation. It aims to provide technology that is easy to use and accessible to all, such as its Hi e-SCR technology, developed to meet Tier 4 B emissions standards: the result is equipment that delivers more performance while keeping total



PRESS RELEASE

fluid consumption at the same level than Tier 4A, or slightly lower, and with no change in operation for the customer. Or New Holland's PLM precision farming solutions, which are intuitive and easy to use, so that farmers are able do more with less: reduce input costs, work more efficiently, increase yields and benefit the environment.

With its Sustainable Efficient Technology, New Holland helps today's and tomorrow's farmers do more with less, delivering advanced technology and high productivity equipment to achieve a sustainable growth while preserving natural resources for future generations.



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://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

Harriet Saywell-Lee or Claire Bradley at Remarkable Public Relations. Phone: 01962 893 893,
email: Harriet.saywell-lee@remarkablegroup.co.uk or Claire.bradley@remarkablegroup.co.uk