

29th May, 2014

New Holland Agriculture benefits from FPT Industrial Engine Voted 'Diesel of the Year[®] 2014'

- *New Holland equipment will soon feature the 'Diesel of the Year[®] 2014' engine*
- *The Cursor 16 delivers a highly efficient performance in a small package*

New Holland Agriculture equipment will soon feature the exceptionally efficient Cursor 16 engine which has been named *Diesel Of The Year[®] 2014* by Diesel magazine. Developed by sister company FPT Industrial, the new 16-litre, six-cylinder in-line engine received this prestigious accolade in recognition of its technological excellence.

Fabio Butturi, Chief Editor of Diesel magazine, summed up what makes this new engine stand out: "The *Diesel Of The Year[®]* award is judged on technical innovation and design, with FPT Industrial's Cursor 16 achieving this in the most exciting way: a 16-litre engine delivering 18-litre power in a 13-litre package. A compelling proposition and, in the words of FPT, a game changer."

The Cursor 16 excels in power management, combustion efficiency and low fuel consumption, resulting in lower total cost of ownership for the customer. To do this it uses FPT Industrial's patented High Efficiency Selective Catalytic Reduction (Hi-eSCR) technology, which has been researched, designed and developed in-house to comply with the stringent Stage IV/Tier 4 Final and Euro VI emissions regulations.

The Cursor 16 delivers this powerful and efficient performance in a compact package, offering a best-in-class power-to-weight ratio although it is one of the most compact engines in its range.

Carlo Lambro, Brand President of New Holland Agriculture, said: "New Holland customers get the full benefit of us having an engine specialist such as FPT Industrial in-house. Our sister company has developed innovations and technologies that have changed the industry and, with the Cursor 16, our customers will once again enjoy the best in performance and economy when we introduce the new models equipped with this exceptional engine."

FPT Industrial Award picture

From left to right: Fabio Butturi, Diesel magazine News Editor; Roberto Sommariva, Diesel magazine Managing Director; Massimo Rubatto, FPT Sales Vice President; Damiano Berzacola, Verona Fiere Vicar Vice President.



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



PRESS RELEASE



<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

Tracy Mannion or Claire Bradley at Remarkable Public Relations. Phone: 01962 893 893,
email: Tracy.Mannion@remarkablepr.co.uk or [mailto: Claire.Bradley@remarkablepr.co.uk](mailto:Claire.Bradley@remarkablepr.co.uk)