



New Holland Agriculture Benefits from FPT Industrial Engine Voted 'Diesel of the Year® 2014'

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- **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-liter, six-cylinder in-line engine received this prestigious accolade in recognition of its technological excellence.



Cursor 16 engine

Fabio Butturi, Chief Editor of *Diesel* magazine, summed up very well 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-liter engine delivering 18-liter power in a 13-liter 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 costs 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, commented: "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."

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PRESS RELEASE



About New Holland

New Holland Agriculture and New Holland Construction sell and service an innovative line of agricultural and construction equipment, including a full line of tractors, hay and forage equipment, harvesting, crop production, skid steer and compact track loaders, compact wheel loaders and mini excavators. Sales, parts and service are provided by more than 1,000 New Holland dealers throughout North America.

New Holland is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com

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