

POWERTRAIN RELOADED: FPT INDUSTRIAL CHOOSES A CREATIVE AND FUNCTIONAL STYLE FOR ITS NEW ONLINE PORTAL

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FPT Industrial is relaunching its online presence. The brand's new website www.fptindustrial.com is now live and represents a creative and practical approach to the innovative and technological DNA that has always characterized **CNH Industrial's** powertrain business, which also specializes in axles and transmissions.



PRESS RELEASE



FPT Industrial is a relatively young brand, which has inherited a long-established know-how and an extensive timeline of innovations that have marked the evolution of the powertrain industry at large. This is what enables FPT Industrial to be a world leader in creating engines that combine power, low operating costs, reliability and respect for the environment.

Starting from a user experience analysis, the new website has been designed to provide extremely logical and interactive navigation, placing the search engines "**Dealer Finder**" and "**Engine Finder**" in a prominent position. It is interactive and engaging, thanks to the **360° View Tool** and the **Social Wall**, a content aggregator that allows for the gathering of all events and comments related to the brand and published on all social networks on one page.

FPT Industrial, with its **more than 150,000 followers**, prides itself on its strong presence among the major online communities. At the heart of the new website are the powertrains, enriched by people: employees and customers, suppliers, dealers and partners, the human capital of a global player present in more than 100 countries.

This project is the fruit of a collaborative effort with **Triplesense Italy** agency – a company of **Reply Group** – which curated the creative and design elements.

FPT Industrial is a brand of CNH Industrial, dedicated to the design, production and sale of powertrains for on and off-road vehicles, marine and power generation applications. The company employs more than 8,000 people worldwide, in ten manufacturing plants and seven R&D Centres. The FPT Industrial sales network consists of 93 dealers and over 900 service centres in almost 100 countries. A wide product offering, including six engine ranges from 31 kW up to 740 kW, transmissions with maximum torque of 200 Nm up to 500 Nm, front and rear axles from 2 to 32 ton GAW (Gross Axle Weight) and a close focus on R&D activities make FPT Industrial a world leader in industrial powertrains. For further information, visit www.fptindustrial.com.

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