

FROM FARM TO TABLE: FPT INDUSTRIAL AND EATALY TELL THE STORY OF THE FOOD CHAIN ENGINE

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Eataly and **FPT Industrial** - the Brand of CNH Industrial dedicated to the development, production and sale of powertrains - sign a three-year partnership recounting the **food chain** that gets products of Italian excellence **from farm to shelves, and then to our table.**



PRESS RELEASE



The special Cursor X framework in the Eataly Smeraldo store in Milan

Over the past few years, agriculture has evolved to meet the expectations of an increasingly demanding public and food production processes have been adapted. FPT Industrial engines are part of this change of perspective by making **quality**, **sustainability** and **environmental responsibility** priorities for the production and sharing of **healthy and high-quality food**, values that are also at the root of Eataly's mission. Every day, all over the world, FPT Industrial engines help farmers to plant, harvest and bring high-quality products to the table. Suffice to say, **40% of the wheat and 80% of the wine grapes** in the world are harvested thanks to machines powered by FPT Industrial.

The partnership is being inaugurated in **October at Eataly Smeraldo in Milan**, the flagship store that is dedicating the month to wine and its producers. Visitors will be welcomed by a **special grape-themed set-up**. At the center of this display is **Cursor X**, an engine concept of the future, a symbol of how FPT Industrial conceives innovation, sustainability and technology. Cursor X is the 4 M engine: Multi-power, because it can be powered by natural gas, electric batteries or hydrogen; Modular, because it is easy to install and offers quick maintenance; Multi-application, i.e. adapted to any vehicle and mission; Mindful, i.e. capable of self-learning, predicting and programming its own maintenance.

Starting from Cursor X, Eataly's customers will be guided through a story divided into **four thematic areas dedicated to typical products of Italian cuisine: wine, pasta, tomatoes and cheese**. The Brand is taking this opportunity not only to present the Company's vision, represented by Cursor X, but also to tell the public about the daily role that FPT Industrial's engines play in the food chain.

From seeds to high-quality food on our tables, FPT Industrial is a key player, powering this virtuous food chain with its ever-evolving engines that are at the forefront of technology, innovation and sustainability. *"We have always participated in the evolution of agriculture, developing state-of-the-art engines with less pollutant emissions, that can also work with alternative fuels. Furthermore, we are attentive to the entire production chain, with strong focus on saving energy, water and materials in our plants"*, says **Carlo Moroni**, Head of Communication for FPT Industrial. *"This is why, today, we are even prouder of this partnership, because our engine design is rooted in respect for the Earth and its population"*.

"The Earth is tired. Therefore, technologies that express environmental responsibility are very welcome", explains **Francesco Farinetti**, CEO of Eataly. *"The agricultural sector production chain is witness to virtuous changes through technologies that express respect for the environment. If we can also do our small part by telling our customers about these new frontiers, then we do it very willingly. For us, the ideal scenario is to innovate while preserving traditions"*.

FPT Industrial engines for agricultural applications have a power range between **58 and 910 hp** and they equip machines for **all types of missions**: open field applications, orchards, harvesting, or work livestock farming. Thanks to its Research and Development centers, the Brand is a **pioneer** in the development of engines that are compatible with **alternative fuels**.

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 73

dealers and over 800 service centres in almost 100 countries. A wide product offering, including six engine ranges from 42 hp up to 1,006 hp, transmissions with maximum torque of 200 Nm up to 500 Nm, front and rear axles from 2 to 32 ton GAW (Gross Axle Weight). FPT Industrial offers the most complete Natural Gas engines line-up on the market for industrial applications, including engine ranges from 136 hp up to 460 hp. This extensive offer 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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