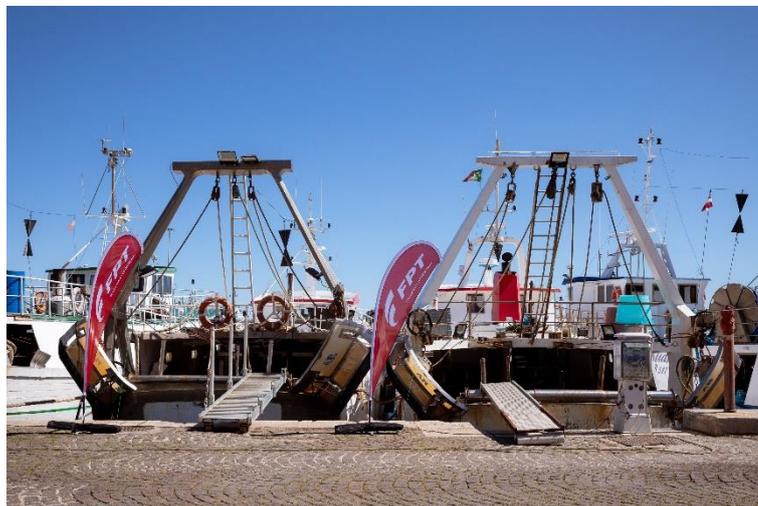


FPT INDUSTRIAL PROMOTES THE "FISHING FOR PLASTIC" PROJECT FOR THE PROTECTION OF OUR SEAS

Turin, May 6th 2019

FPT Industrial has always recognised environmental protection as one of the values that best represents the concept of sustainability. For this reason, it decided to create "**Fishing for Plastic**", a project committed to raising public awareness of the protection of seas from pollution and waste. In the month of May, **some forty fishing boats from San Benedetto del Tronto**, in the province of Ascoli Piceno, on Italy's Adriatic coast, will collect and bring ashore all the plastic recovered during sea fishing. Each boat "fishes" about **16 kg of waste per day**: a figure that shows the necessity of this commitment.

The fishing boats, many of which are equipped with FPT Industrial marine engines, are working throughout the month of May, and plan to collect about **seven tons of plastic**. Networking is essential for the success of these activities. The project was carried out in collaboration with **CNH Industrial, MedSharks** – an established association that has been raising awareness on the issue of waste at sea and on the beaches of the Mediterranean in the framework of the European project **Clean Sea Life** –, and the **Port Authority of San Benedetto del Tronto**, the **Municipality of San Benedetto del Tronto**, **Garbage, PicenAmbiente Spa** and the **Central Adriatic Ports Authority**.



Some vessels of the fleet involved in "Fishing for Plastic"

This project further confirms the **Brand's concrete commitment to the protection of the environment** and adds to a series of activities aimed at promoting social support for **local communities worldwide**, such as *Urban Forestry*, demonstrating the Brand's commitment to creating a new urban forest in Turin, and "*Yes, we Kenya*" which saw the donation of an

irrigation system to the Jomo Kenyatta University of Agriculture and Technology of Nairobi, with the aim of laying the foundations for sustainable agriculture in the Country. With the *TechPro²* project, it supports the social sector by supporting an international training program aimed at young people from disadvantaged backgrounds.

FPT Industrial's commitment does not stop there. The Brand has, in fact, supported **Christian Holstad's work of art, "Consider yourself as a guest (Cornucopia)"**, which has been presented during the **Biennale, the International Art Exhibition in Venice**. For the development of this site-specific installation, the artist was inspired by the constant news about the increasing pollution of the seas and oceans from all over the world and by the firsthand testimonies of the fishermen of San Benedetto del Tronto. As a symbol of their commitment, the fishermen gave Christian Holstad a fishing net, which the artist has used in his work of art. The installation is reminiscent of a **cornucopia, an ancient symbol of luck and abundance**, made entirely with **plastic waste**, which becomes an opportunity to reflect on the urgent need to tackle the issue of pollution of our seas. The classical meaning of this iconic image is thus distorted by the artist, acquiring an **unprecedented negative sense of "excess"**, while the close relation between the artwork and water aims to clearly and immediately raise public awareness, literally "bringing to the surface" a topical problem rather than leaving it hidden in the depths of the sea.



The artist Christian Holstad (left) talks with a fisherman from the "Fishing for Plastic" project

*"We are convinced that everyone can has a role to play in improving the environment and FPT Industrial is moving in this direction through concrete actions", says **Egle Panzella**, Head of Brand Equity, Sustainability and Heritage of FPT Industrial. "Our seven Research & Development centres are engaged every day in the study of alternative propulsion solutions that are increasingly respectful of the environment, such as natural gas, biomethane and hydrogen-powered engine concepts".*

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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