

FPT INDUSTRIAL GOES TO CES 2020 WITH GIORGIO MORODER. THE BRAND AND THE RENOWNED MUSIC ARTIST INVITE THE PUBLIC BEHIND THE SCENES AND IN STUDIO TO SHARE HOW THE SIGNATURE SOUND COMES TO LIFE

Turin, December 18, 2019

FPT Industrial and Giorgio Moroder are even closer to **debuting their new signature sound during CES 2020 (January 7th – 10th, South Hall 2, Booth 26236)**. The sound goes by the name of ***Preludio*** and is the first project of its kind in the industry, a testament to FPT Industrial's innovative spirit. What's behind the creation of a sound such as this and what happens when the genius of **Giorgio Moroder is at play in studio?**

Step inside one of the world's most enviable **recording studios**, and witness a **legendary music composer** sitting at the piano to create a new soundscape. Over the past **four decades** of his **accomplished career**, very few have had the opportunity to experience **Giorgio Moroder's** creative process up close. Thanks to their alliance, **FPT Industrial** now has the **privilege** to share the fascinating world of the **3-time Oscar winner and their special result with the public**. Check out the **making of *Preludio***, the new FPT Industrial "**Sound of the Future**" that will be featured as a component inside the next generation of **sustainable and silent engines**. Watch the video at [this link](#).



PRESS RELEASE



Giorgio Moroder in his studio

When FPT Industrial challenged Giorgio Moroder with this **global first**, he immediately wanted to spend time at the Brand's **Research & Development Center in Arbon** ([watch what went down](#)) to meet and brainstorm with our engineers. Well known for his unique **attitude to experimentation** and his meticulous attention to detail, it was a crucial moment in this legendary artist's search for **inspiration**.

"We need more than silence for the engines of the future. Without sound, we can never fully enjoy our on-board experience. And we need more than just sound: we need music!" said **Giorgio Moroder** during his time in Arbon. This is how **the idea of *Preludio*** began to take shape.

During his **in-studio interview** for FPT Industrial, Giorgio exclusively played some of his greatest successes **on the piano** to show fans of the Brand how he usually begins **his creative process**. First, searches for **the perfect musical theme**, a melody capable of representing an idea, a feeling and a story. In this case, FPT Industrial's *Preludio* sound. Giorgio also explained how he works on arrangements: his **iconic synthesizers** and **classical instruments** are beautifully tuned to give our **signature sound** a unique identity, capable of conveying a sense of **power, safety** and an **innovative and sustainable performance**.

The **Preludio** will also become a **4-minute hit** that will be released **by Giorgio Moroder and FPT Industrial**, digitally distributed via **a special project** in collaboration with **Spotify**. A Brand playlist will be available for Spotify users with the original hit, a top selection from Giorgio Moroder's favorite hits from his career and podcasts about the Brand. Discover more on Spotify from January 5th.

The final version of FPT Industrial's Sound of the Future will be unveiled with a live session by Giorgio Moroder on **January 8th** in a special event at the upcoming **CES 2020 in Las Vegas**, the world's most important trade show for consumer electronics. Stay tuned for the unveiling and check out FPT Industrial website and social channels for more information.

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.

Media Contacts

Emanuela Ciliberti
FPT Industrial Press Office
Tel.: +39 011 007 1798
E-mail: press@fptindustrial.com

Marina Tsutsumi
FPT Industrial Press Office
Tel.: +39 011 007 8662