

## FPT INDUSTRIAL PARTNER AND PROTAGONIST OF ELECTRIC DAYS: THE FIRST DIGITAL EVENT DEDICATED ENTIRELY TO ELECTRIC MOBILITY

Turin, February 9, 2021

FPT Industrial is a partner of **Electric Days**, the first **digital event** entirely **dedicated to the electrification of vehicles**, scheduled to be held **from 8 to 12 February 2021**. Organized by Motorsport Network in collaboration with Condé Nast (Wired, GQ, Vanity Fair), the event will feature five days of debates, virtual meetings, inquiries and purchase guides to understand the technology and to make an informed choice on today's and tomorrow's cars.

FPT Industrial is the only industrial engine manufacturer on a list of partners that includes a full house of all the elite global car manufacturers, as well as important energy and technology companies. The brand will play a key role on two days of the event.

On **9 February, at 5:15 pm**, during the **Electric Talk** meetings, where the discussion will be about electric vehicles with industry, the techniques and protagonists of the technological transition. **Davide De Silvio**, FPT Industrial's Sales Development ePowertrain manager, along with **Giovanni Gaviani**, Texa's e-Powertrain Business Development Manager, and **Giulio Lancellotti**, Bosch Sales Manager Connected Services and IoT Solutions, moderated by **Fabio Orecchini**, journalist specialized in innovation in the Auto and Mobility sector and Director of the Sustainability Engineering Department of Rome's Guglielmo Marconi University, will debate the **evolutionary possibilities of the electric engine** and specifically, the level of **development of current electric engines**, as well as the **possible improvements to charger and inverter efficiency, the use of data to increase performance and parallel development for battery and hydrogen electric**. The debate, which promises to bring the issue of today's and tomorrow's electric engines to the forefront, can be seen in **streaming live** at [this link](#).

On **11 February at 1 pm**, during the **Electric Lifestyle** day **dedicated to electric mobility**, as discussed by those who are creating it and those who are already living it, Oscar winner **Giorgio Moroder** musician, composer and world-renowned director, not to mention author of "**Preludio**", the **FPT Industrial sound identity**, will take his turn. Moroder will go over the milestones of his collaboration with FPT Industrial and reveal a few notes of the Preludio Remix by Giorgio Moroder for the first time in public, destined to become the "sound" of the energy transition to sustainable mobility.

Also, as an event partner, FPT Industrial will have an "electric space" on-site, where information will be available on the brand's electric mobility innovations and the related ongoing projects, as well as an engaging **video interview with Annalisa Stupenengo**, FPT Industrial CEO, discussing engines and alternative drives in terms of the present and the future, and how the brand sees the future of sustainability. To see Annalisa Stupenengo's interview, use [this link](#).



PRESS RELEASE

*“Being the only industrial engine manufacturer invited to this event is extremely satisfying for us”, said **Carlo Moroni**, FPT Industrial's Head of Communication. “And, above all, it is an educational commitment that reiterates the crucial - but often little known - role that industrial vehicles play in the energy transition process through electric engines and axles.”*

The five days of the Electric Days event can be followed live at [www.electricdays.it](http://www.electricdays.it) and Motor1.com, InsideEVs.it, Wired, Vanity Fair and GQ.



***FPT Industrial** is a brand of CNH Industrial, dedicated to the design, production and sales of drives systems for On-Road and Off-Road vehicles, as well as marine and Power Generation applications. The company has more than 8,000 employees around the world, ten production plants and seven R&D centers. The FPT Industrial sales network is made up of 73 dealerships and about 800 service centers in almost 100 countries. The brand boasts an extremely vast range of products that includes six engine families with power that goes from 42 HP to 1,006 HP, transmissions with maximum torque from 200 Nm to 500 Nm and 2 to 32 ton gross axle weight (GAW) front and rear axles. FPT Industrial offers the most complete line-up of natural gas engines on the market for industrial applications, with power that goes from 136 to 460 HP. This vast range of products and the great attention dedicated to R&D make FPT Industrial a global leader in the industrial engines segment. For more information, go to [www.fptindustrial.com](http://www.fptindustrial.com).*

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