

## FPT INDUSTRIAL CONTINUES ITS TECHNICAL PARTNERSHIP WITH RED BULL FOR THE FINAL OF THE RED BULL HALF COURT 3X3 STREET BASKETBALL TOURNAMENT IN ROME

Turin, 18<sup>th</sup> October, 2021

**“You Enjoy The Event. We Bring The Power”**. This is the slogan chosen by FPT Industrial to celebrate its role as **Official Technical Partner of the final of the Red Bull Half Court**, the world 3x3 street basketball tournament, held at the Scalo San Lorenzo Playground in central Rome on 16 October.

After the two events, **Red Bull Wake The City in Milan and Red Bull Cliff Diving in Polignano a Mare**, for the third consecutive time FPT Industrial and Red Bull joined forces to create a **thrilling sporting spectacle** with speed, energy, quick thinking, skill and teamwork its main ingredients.

Held in more than 20 countries worldwide, **Red Bull Half Court is not only the most spectacular but also the most universal and inclusive street basketball tournament anywhere in the world**. Rap music and DJ sets, street art and performances, entertainment and street fashion all meet and mingle around the courts, involving the communities in a unique, unforgettable experience.



PRESS RELEASE

The entire event was fully energized by the two “Powered by FPT Industrial” power generators already successfully used at the Darsena in Milan, which will substitute the usual electricity grid from the side of the court, **delivering reliable, quiet, sustainable power for the whole event: court lighting, sound, music, the hospitality village and any other equipment involved in this street sport festival.**

But there’s more. The two “Powered by FPT Industrial” power generators played their part in a special arena with completely illustrated walls evoking the decoration of the 800 square meter Scalo San Lorenzo Playground created by famous Roman street artist **Francesco Persichella, who works under the name of PISKV.**

This time the artist, who has made the Eternal City his canvas by creating spectacular murals with high visual and social impact, has drawn inspiration from a contamination between figurative style, cubism and futurism, with large geometric forms that give the work power and dynamism, representing a stylized image of the ground plan of the Colosseum containing the figure of a basketball player performing an iconic slam dunk.

*“We are delighted to be working with Red Bull as Official Technical Partner for a third time,” declares **Carlo Moroni**, FPT Industrial Head of Communication. “Being an integral part of another sporting event with worldwide resonance proves the profound affinity between two brands that have energy as their core business, and it is also a tribute to the reliability, sustainability and efficiency of our power generation engines, which were counted on to provide energy for the players on court and for the large crowds watching from the stands.”*



*Dušan Domović Bulut, Serbia team, winner of the competition*

***FPT Industrial** is a brand of CNH Industrial, dedicated to the design, production and sale of powertrains for on-road and off-road vehicles, as well as marine and power generation applications. The company employs more than 8,000 people worldwide, in ten manufacturing plants and seven R&D Centers. The FPT Industrial sales network consists of 73 dealerships and about 800 service centers 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 line-up of natural gas engines on the market for industrial applications, with power that goes from 136 to 460 HP. This extensive offering and a strong focus on R&D activities make FPT Industrial a world leader in industrial powertrains. For more information, go to [www.fptindustrial.com](http://www.fptindustrial.com).*

**Media contacts**

Fabio Lepore  
FPT Industrial Press Office  
Tel.: +39 011 0076720  
E-mail: [press@fptindustrial.com](mailto:press@fptindustrial.com)

Emanuela Ciliberti  
FPT Industrial Press Office  
Tel.: +39 011 0071798