

## FPT INDUSTRIAL-STYLE SUSTAINABILITY RETURNS FOR THE GRAPE HARVEST FESTIVAL AT FONTANAFREDDA

Turin, Italy, 12 September, 2022

For the second consecutive year, FPT Industrial took a leading role at the **Grape Harvest Festival** held on the 10th of September in the evocative setting of the **Fontanafredda wine estate in Serralunga d'Alba** in Italy's Piedmont region. The event included guided visits, tastings of dishes cooked by Michelin-starred chefs, concerts, and the traditional crushing of the grapes.

As in 2021, FPT Industrial's presence at this important event was primarily focused on **sustainability**. Thanks to the brand's partnership, indeed, **a tour of the estate on electric bicycles** was put on, allowing the numerous participants to visit the ancient buildings, the historic winery and above all the vines in a completely sustainable manner.



One of the highlights of the tour was the **cru Vigna La Rosa**, whose Barolo wine features in **Wine Spectator's Top 100**. Here, for the second year, the precious Nebbiolo grapes are grown and harvested with the aid of a **New Holland TK Methane Power crawler tractor** with biomethane-fueled **FPT Industrial F28 Natural Gas engine**, and thus with net-zero carbon footprint, since it is powered not by fossil fuel but by methane derived from the anaerobic digestion of agricultural waste.

The participants in the **two e-bike tour sessions** were able to admire the biomethane-powered crawler tractor with its FPT Industrial engine at first hand, and obtain all information on the harvest directly from Fontanafredda's agronomist and from an FPT Industrial specialist. The

sponsorship of the e-bike tour and the biomethane-powered tractor show how the **topic of sustainable mobility**, in its various guises, is consistently the **primary focus of FPT Industrial's efforts**.

At the brand's stand set up on the estate for the event, all participants of the e-bike tours were also able to view the biomethane-powered F28 Natural Gas engine and taste the Barolo Cru Vigna La Rosa wine.



Launched in February 2021, the three-year partnership between FPT Industrial, the world's top producer of low environmental impact engines, and Fontanafredda, the historic winery founded by the first King of Italy in 1858, which currently has 120 hectares of certified organic vineyards, forms part of the Green Renaissance project, launched to promote best-practice grape cultivation with reduced environmental impact. The partnership is supported by the Piedmont Region's Tobias Project with contributions from New Holland Agriculture, CNH Industrial, and local businesses.

***FPT Industrial** is a brand of Iveco Group, 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, in 11 plants and 11R&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 torque up to 500 Nm, front and rear axles from 2,45 to 32 ton GAW (Gross Axle Weight). FPT Industrial offers the most complete lineup of natural gas engines on the market for industrial*

*applications, with power that goes from 50 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**

Sara Emilia Benetti, +39 3386674878

Emanuela Ciliberti, +39 3666860754

E-mail: [press@fptindustrial.com](mailto:press@fptindustrial.com)