



Fiat Industrial Village hosts air quality workshop

Fiat Industrial and its brands presented the **“Imagin’Air– discover how to respect the air you breathe”** workshop at Fiat Industrial Village in Turin, Italy. The workshop addressing air quality was organized in conjunction with the European Commission’s Year of Air. It is a selected “Satellite Event” of **Green Week 2013**, the European conference on environmental policy planned for June 4 – 7.

The event involved all of the Fiat Industrial brands: Case IH, Steyr, Case Construction Equipment, New Holland Agriculture, New Holland Construction, Iveco and FPT Industrial. It was sponsored by the European Commission with the aim of promoting discussion on the theme of air quality.

Representatives from local government, personalities from the academic world and Fiat Industrial executives took part throughout the course of the morning’s activities where numerous issues were addressed such as: actions to sustain air quality in the agricultural and automotive sectors, visions for the future of sustainable mobility and the specific role of heavy vehicles with regard to their energy consumption and contribution to air quality.

Post-secondary students from Turin Polytechnic, the University of Turin and Bocconi University participated in the workshop thanks to the collaboration of the universities and student associations, which included: BEST (Board of European Students of Technology), PRIME Italy (The European Association of Public Relations and Communications Students) and CERTet (Centre for Territorial, Transportation and Tourism Economics). At the end of the workshop, students were given the opportunity to test Iveco vehicles with alternative tractions on the Fiat Industrial Village racetrack. They were also given the chance to meet members of management from Fiat Industrial.

The day prior to this event, Fiat Industrial Village hosted over 800 children from local elementary, middle and secondary schools in collaboration with the A for Ambiente Museum. The students took part in educational activities on the theme of air quality which consisted of creative labs to construct items with recyclable materials, an interactive exhibit on air quality, street games and science workshops.

For more information, please contact the event press office:

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Press Release



The commitment of Fiat Industrial's brands for a sustainable environment

New Holland Agriculture

Through its Clean Energy Leader® strategy, launched in 2006, **New Holland Agriculture** promotes renewable fuels, systems for reducing emissions and cutting-edge technologies for sustainable and efficient agriculture. The strategy currently focuses on biodiesel as well as on other sources of “cultivated” energy, such as ethanol, methane, blends of methane/hydrogen and biomass, for which New Holland offers a complete range of machinery and equipment for cultivation, harvesting and processing.

New Holland has made a further step towards a more sustainable future for the agricultural sector thanks to the Energy Independent Farm concept and the NH²™, the world's first and only tractor to be powered by hydrogen, producing zero emissions.

With 18 harvesting machines and 33 tractor models, New Holland has the largest offering of products with Tier 4A-compliant engines to date. These engines are capable of reducing consumption by up to 10% and reducing nitrogen oxide (NOx) emissions by over 90%.

New Holland's range of specialized tractors and grape harvesters permits a 40% carbon footprint reduction on vineyards and 10% for every single bottle of wine produced. Through its no-till drills with pneumatic distribution, New Holland promotes the development of conservative agriculture that aims to preserve the structure and fertility of soil.

The Clean Energy Leader strategy® provides farmers with the latest technologies, systems and farming practices for the future. A future that, even in agriculture, will need to be more sustainable for all.



Press Release



Iveco

Dedicated to respecting the environment from the very start, Iveco has long been committed to researching solutions for increasingly more sustainable mobility by manufacturing vehicles that use different forms of alternative traction such as: methane, pure electric or hybrid power sources, which are suited for different transportation needs.

This commitment is demonstrated by Iveco's current role as the European leader in methane-powered vehicles. The company offers a complete range of CNG (Compressed Natural Gas) vehicles from the 3.5-ton Daily Natural Power to the 16-ton Eurocargo and the 40-ton Stralis CNG.

FPT Industrial

A market leader in both powertrain technology and production for on and off-road applications, FPT Industrial continues its tradition of innovation which dates back to 1903. This is realized not only through the development of an extremely wide range of natural gas engines, but especially through patents and the production of the new High Efficiency SCR (HI-eSCR) system. This exclusive technology is the latest generation of Selective Catalytic Reduction (SCR) and was developed prior to the introduction of the Euro VI standards and 2014 Tier 4 Final. FPT Industrial already uses HI-eSCR in more than 350,000 engines.

Thanks to the application of this innovative system for the after-treatment of exhaust gases, it is possible to obtain a reduction of over 95% in nitrogen oxide emissions.

Turin, 16 May 2013



Press Release



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