

## FPT INDUSTRIAL PARTNERS THE TENNIS NITTO ATP FINALS

Turin, 5 November 2021

**FPT Industrial is Silver Partner of the Nitto ATP Finals**, the spectacular **indoor tennis tournament** that brings together the **top eight singles players and the top eight doubles pairs** from the **ATP** (Association of Tennis Professionals) 2021 tour, to be held at the **Pala Alpitour Arena in Turin from 14 to 21 November**.

Pursuing its program of **partnership with high energy, extremely spectacular sports events**, FPT Industrial has chosen to be present at one of world tennis's key competitions to further enhance the global notoriety and visibility of its brand, products and projects.

In fact, the planet's biggest producer of low environmental impact engines will feature **courtside with its logo and in all materials relating to the tournament**. It will also have its own **stand (B19), shared with New Holland Agriculture, in the Commercial Village**, located in historic Piazza San Carlo right in the center of Turin, which will be open to visitors from **10:00 to 22:00 hrs from 12 to 22 November**.



PRESS RELEASE



The stand will provide an introduction to the natural gas F28 NG, the first alternative fuel agricultural engine in its class, which offers the same performances as a Diesel but using biomethane from renewable sources, and with no or even negative CO<sub>2</sub> emissions.

A biomethane-powered F28 NG, installed on a prototype crawler tractor, is the fulcrum of the three-year partnership between FPT Industrial, Fontanafredda and New Holland Agriculture which aims to achieve the first ever zero-emissions Barolo grape harvest.

Held since 1970, **the Nitto ATP Finals comprise a round-robin stage with two groups of four players, followed by knockout semi-finals and finals.** The record for most wins in the singles competition is held by Roger Federer, with six titles, while in the doubles the rankings are headed by the iconic United States pair of Peter Fleming and John McEnroe, with seven victories. Broadcast to more than **180 countries with an estimated audience of 95 million viewers, the Nitto ATP Finals are to take place in Turin until the 2025 edition.**

*“As a Brand with its headquarters and solid roots in Turin, we are particularly proud to welcome to our city an event that places it under the global spotlight,”* states **Carlo Moroni**, Head of Communication at FPT Industrial. *“Appearing at this star-studded tournament alongside the world’s top tennis players is a very big thrill and a truly special opportunity to tell a vast audience about our market-leading engines’ technological and sustainability values.”*

*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 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).*

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