

FPT INDUSTRIAL STRENGTHENS ITS PRESENCE IN LATIN AMERICA WITH THE VISIT OF ITS GLOBAL BRAND PRESIDENT

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FPT Industrial made a step forward into strengthening its presence in Latin America with the visit of its **Brand President Annalisa Stupenengo**. Stupenengo visited Argentina, a country where FPT Industrial first entered into the region with a network of distributors, which included six service points managed by four representatives: Euro Torque, Mayssa, Grumaq and Propeller. Here Stupenengo stressed **the importance of Argentina** in the first stage of this process, where the brand already **covers the 80% of the national territory**.

As for the future purposes of the Brand in the region, FPT Industrial Brand President and Marco Rangel, FPT Industrial Head of Latam Region, declared the intention to open **11 new distributors in 2018**, focusing on Brazil, Colombia, Bolivia, Uruguay, Panama and Ecuador. *“Latin America is an important and strategic market for FPT Industrial. We continue to make progresses with our network development project, seeking excellence in customer service that can support everyone anywhere,”* said Stupenengo, who also explained that FPT Industrial has been working in this region for years, also including countries like Argentina, Paraguay, Peru and Chile.



FPT Industrial Brand President Annalisa Stupenengo

*“The aim of the Brand is to **support the final customer** through a **network specialized in engines**, offering original FPT Industrial parts, preventive and corrective maintenance services, warranty analysis, and development of special projects and solutions within the segment of diesel engines, including the repowering of machines and trucks, the repair of the engines, machining and rectifications and recovery of fuel injection pumps and test bench,”* commented Rangel.

Moving within the Region, Stupenengo highlighted **the importance of the plant** that FPT Industrial has in **Ferreya, Cordoba**, which is one among the ten all over the world, including the one in **Sete Lagoas, in Brazil**. *“Our Latin American centers are dedicated to the customization of all our technologies to the needs of the local market,”* said Stupenengo. A part from being the center of engine manufacturing for the Argentinian market, the FPT Industrial plant in Cordoba is also responsible for the production and the export of engines under Tier 3 regulations for CNH Industrial agricultural applications in the Brazilian market.

A complete offer of Power Generators

FPT Industrial recently presented a full line dedicated to **Power Generation applications** in Argentina. The offer covers a wide range of Standby, Prime and Continuous applications, with powers ranging from **30 to 600kVA**, available in 30 different models.

The new Power Generators stand out for innovations such as intelligent energy monitoring and control, high efficiency alternators, accessibility and easy maintenance, in addition to the high performance engines of FPT Industrial.

World-class care

FPT Industrial demands the **highest quality standards** to its distributors in order to grant the right representation of the brand. Currently the distributors are divided into two different categories: on the one hand, there is the **Master category** – which is the main commercial reference and support for FPT Industrial products in the market – where engines of all segments are sold, together with spare parts and services, such as maintenance and correction. On the other hand there is the **Standard category**, which offers trained technical services to provide emergency care, preventive and corrective maintenance, electronic diagnosis and the sale of spare parts.

Innovation as a standard

FPT Industrial is constantly developing new propulsion technologies. At the moment, FPT Industrial **expanded its offer of Natural Gas engines in Latin America**, offering the **Cursor 9 NG** and the **Cursor 13 NG**, the latest engine to be presented to the market. *"It's a technology already available in the alternative fuel market, with emissions close to zero when using biomethane. The Cursor 9 NG is the first alternative fuel-propelled engine for the heavy segment that can be coupled to with an automated transmission,"* explained Rangel. When compared to other CNG engines present in the market, the new technology has several improvements in its favor, such as the ability to operate with CNG, Biomethane or LNG, and a lower fuel consumption – due to the new combustion process, which is more stable and better suited for different levels of gas quality. ***"The Cursor 13 NG is the most powerful 100% Natural Gas engine available in the on-road market today"***, added Rangel.

In terms of technological innovations, FPT Industrial presented the **New Holland Agriculture biomethane tractor** at the recent Agrishow in Brazil. *"This tractor embodies a whole revolution because it creates a circuit in which the producer can produce its own fuel,"* said Stupenengo. She also added that ***"the FPT Industrial engine that equips it presents the same performance as its Diesel equivalent, but with a reduction of costs up to 30%. The engine of this tractor was developed by the engineering team of FPT Industrial in Italy and its main benefit is the reduction of up to 80% emissions and 10% in CO₂ emissions compared to the corresponding diesel engine. With the use of biomethane, the tractor can reach zero emissions."***

FPT Industrial is a brand of CNH Industrial, dedicated to the design, production and sale of powertrains for on and off-road vehicles, marine and power generation applications. The company employs more than 8,000 people worldwide, in ten manufacturing plants and seven R&D Centres. The FPT Industrial sales network consists of 93 dealers and over 900 service centres 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 Natural Gas engines line-up on the market for industrial applications, including engine ranges from 136 hp up to 460 hp. This extensive offer and a close focus on R&D activities make FPT Industrial a world leader in industrial powertrains. For further information, visit www.fptindustrial.com.

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