

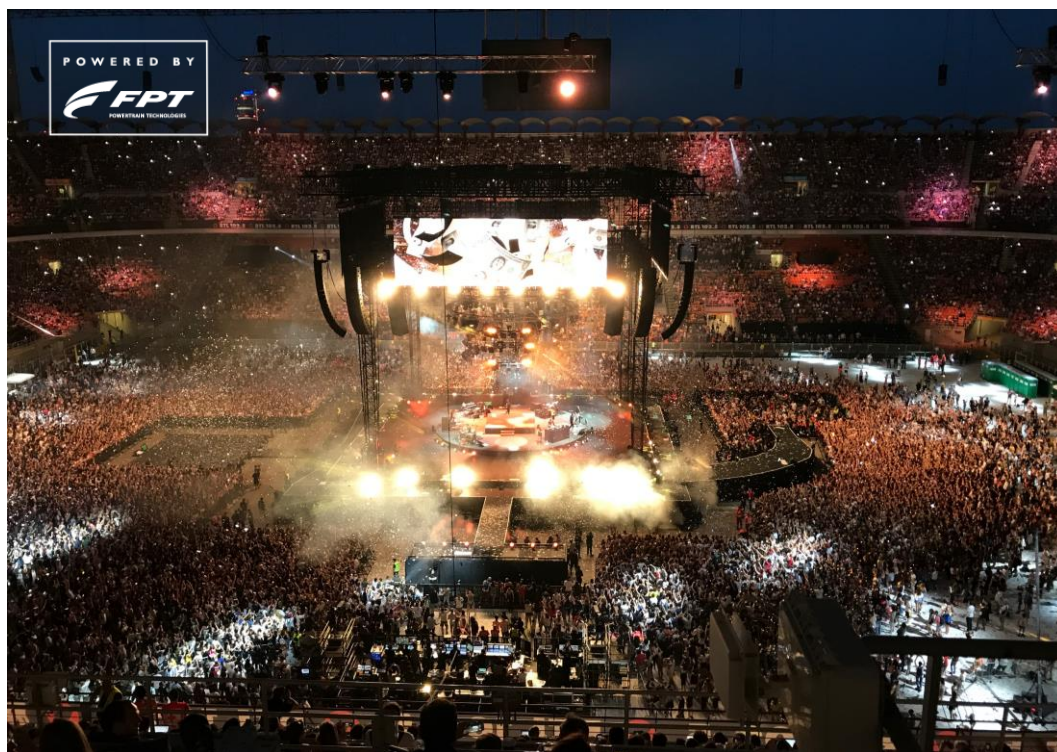
## FPT INDUSTRIAL LAUNCHES A NEW PARTERSHIP WITH UNIVERSAL MUSIC WITH A GENSET CUSTOMIZED BY A STREET ARTIST

Turin, June 5, 2018

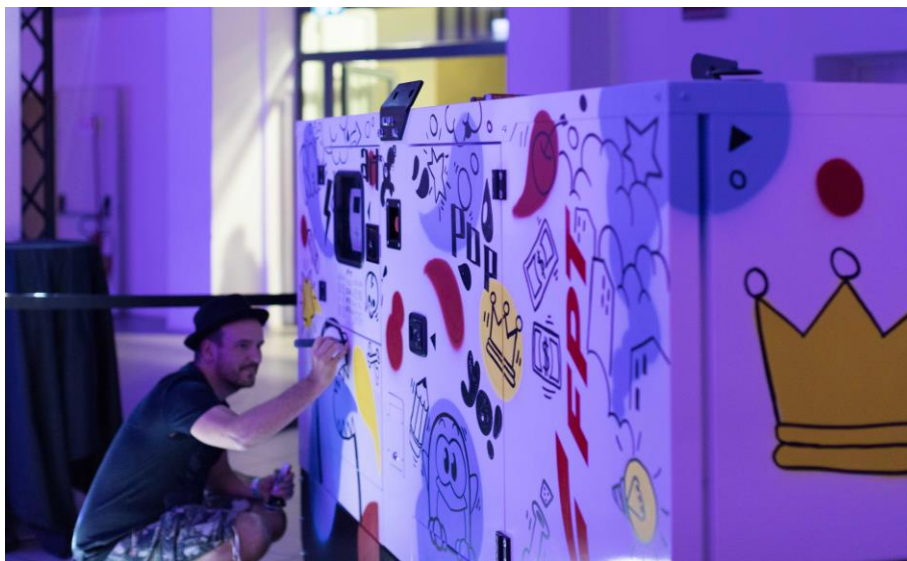
On Friday, the **San Siro Stadium**, in Milan, was the stage of a special event: italian rappers **Fedez and J-Ax** celebrated their two-year collaboration with a concert in front of more than 80.000 people. **FPT Industrial** was one of the **main sponsors** of the event, together with **RTL 102.5**. For FPT Industrial the event – organized by **Saludo** and **Newtopia** – was the right occasion to unveil a **new partnership with Universal Music**.



PRESS RELEASE



During the exclusive after-party, an FPT Industrial **genset** was customized by **Pao** – the famous artist who founded Pao Pao studio. The soundproofed genset – powered by a N45 engine – is now coated with a colorful illustration, representing many objects of the music world such as microphones, headphones, notes, discs, are mix with some of Pao's signature elements, like the penguin.



FPT Industrial is proud to announce this new partnership that will join two brands that consider **quality** one of their pillars. **Universal Music** is the main reference for the music industry in more than 60 countries and has been promoting innovation, talent and creativity for **over 80 years**, a great heritage like FPT Industrial's. On this occasion, FPT Industrial partnered even with RTL 102.5 – the number one radio in Italy, which allowed everyone to enjoy the concert with its livestream of the event on all its channels.



*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](http://www.fptindustrial.com).*

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