

New Holland tractor wears the Leader's Jersey at the Giro d'Italia

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New Holland Agriculture has unveiled a T5.140 Dynamic Command™ in a livery specially designed to celebrate its sponsorship of the Giro d'Italia which will be displayed on the stand of the New Holland dealer, Gruppo Dalla Vecchia at the Fieragricola show in Verona – the city that will host the arrival of the final stage. The tractor, which will be on display at the show from the 2nd - 5th March, has been customised with a wrapping inspired by the jersey worn by the race's General Classification leader, the iconic "maglia rosa". It will follow the route of the 105th edition of the Giro d'Italia, joining the spectators supporting the riders at the arrival of every stage, with stops along the way to meet cycling enthusiasts in local farming communities.



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Carlo Lambro, New Holland Brand President said: "Our tractor in its Leader's Jersey livery will also be at the centre of a rich programme of events that will unfold throughout the year, bringing the passion and emotion of the Giro d'Italia to cycling and sports fans for months to come. It is a great way to celebrate the values that the Grand Tour has in common with New Holland and agriculture: the sustainability, innovation, determination and passion that drive us in everything we do."

The tractor's special livery was designed by CNH Industrial's Design Centre to express the dynamic, high-powered performance, and determination of sporting competitions of this calibre. David Wilkie, CNH Industrial Design Director, explains: "We based our design on the colour palette of the Giro d'Italia. We used the pink colour of the leader's jersey to denote the sporting excellence of a winner, the drive, performance and staying power that it takes to win a Grand Tour race – the same qualities that New Holland tractors demonstrate in the fields as they overcome the daily challenges of farming to reach their goals. We used black in graphic elements that evoke the speed of the riders, the spinning wheels of their bikes and create a strong visual link to the Giro d'Italia."

The iconic "maglia rosa" was introduced in 1931 to make it easier to identify the race leader in the peloton. The idea came from Armando Couston, a journalist at "La Gazzetta dello Sport", the Italian sports newspaper that created the Giro d'Italia and was printed on pink paper. Learco Guerra was the first rider to wear the "maglia rosa" after winning the first stage of the 1931 Giro. Over the years he was followed by legendary riders whose sporting spirit lives on in New Holland's T5.140 Dynamic Command™ in its "maglia rosa" livery.

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New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com



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