

***NEW HOLLAND AGRICULTURE GOLD SPONSOR
OF CLIMATE ACTION NETWORKING RECEPTION***

PALMERSTON NORTH – (24th January 2012) – As part of its sponsorship announced in July, New Holland Agriculture attended the Networking Reception held by Climate Action in partnership with the United Nations Environment Programme (UNEP) on 7th December 2011 in Durban, South Africa.

The reception, which ran alongside the 17th United Nations Framework Convention on Climate Change (COP17), brought together leading industry decision makers, senior officials, Environment Ministers and selected attendees from COP17. Achim Steiner, UNEP Executive Director and Under-Secretary-General of the United Nations, opened the event and introduced a selection of short addresses from key figures within the environmental debate. New Holland Agriculture was represented at the Reception by senior management and representatives of its importer, New Holland South Africa.

New Holland's sponsorship of the prestigious event is testament to its commitment to developing solutions that make farming more efficient while respecting the environment. This is the basis for New Holland's Clean Energy Leader position, which includes its pioneering work with biofuels, Tier 4 low-emission technologies, biomass, the NH²[™] hydrogen tractor and the Energy Independent Farm concept, as well as initiatives related to the Carbon footprint reduction.

"It is our view that the role of agricultural equipment manufacturers is key to safeguarding the farming environment for future generations," commented Franco Fusignani, CEO of New Holland Agriculture and CNH International.

"Through this sponsorship we aim to support Climate Action in providing a platform for an ongoing dialogue between business and governments. We believe that agriculture plays a central role in the search for solutions to tackle Climate Change and we are committed to do our part as an equipment manufacturer."

The two tractors which were on display at the venue, a T8.360 and the NH²[™], are representative of New Holland's approach to achieving a sustainable development of agriculture. The recently launched T8 series features the latest ECOBlue[™] SCR technology delivering impressive power together with exceptional fuel economy and low emissions. The NH²[™] is the first hydrogen powered tractor ready to go into service on a farm. This tractor uses fuel cell technology to generate power to run the tractor and to operate implements. It delivers the performance expected of a conventional Diesel tractor of the same size, but with zero harmful emissions – only heat and water vapour.

The NH²[™] is expected to begin work in the outskirts of Turin, Italy, at "La Bellotta", the first Energy Independent Farm, in the summer of 2012.

The Energy Independent Farm pilot is an example of what can be achieved when there is a dialogue between industry and governments. Due to its highly innovative content, the concept earned a place among the top projects in the programme "Industry 2015 – New technologies for Made in Italy", which is promoted by the Italian Ministry of Economic Development.

Notes to the Editor:

Climate Action

Since the United Nations Climate Change Conference in Bali (COP 13), Climate Action, in partnership with the United Nations Environment Programme (UNEP) has been the essential platform for governments, industry, international opinion leaders, distinguished academics and environmentalists to debate the business case for sustainable development and carbon reduction. Climate Action the publication, supported by its website (www.climateactionprogramme.org) E-bulletins, and networking events, is a global information forum to enable concrete steps that both governments and business can take to reduce carbon footprints, through ongoing dialogue and dedicated actions.

United Nations Environment Programme – UNEP

Founded in 1972, the United Nations Environment Programme (UNEP) is the UN's voice for the environment and coordinate of all its environmental activities. It aims to assist countries in implementing environmentally sound policies and to encourage sustainable economic development through sound environmental practice. UNEP provides environmental leadership on dealing with climate change to the rest of the UN system, international organisations, national governments, civil society and the private sector. It provides guidance and advice to governments on reducing greenhouse gas emissions and preparing for the consequences of climate change.

The 17th United Nations Framework Convention on Climate Change (COP 17)

The Conference of the Parties (COP) is the governing body of the United Nations Framework Convention on Climate Change (UNFCCC) and is responsible for keeping international efforts to address climate change on track. The COP 16 meeting in Cancun, Mexico resulted in the Cancun Agreement, ultimately extending the Copenhagen Accord, designed to be an interim agreement until a globally binding treaty can be formed at COP 17. Cancun played host to over 120 heads of state and government officials from 194 countries, and attracted senior ministers from around the world. The Parties adopted a balanced package of decisions that set governments more firmly on the path towards a low-emissions future and supported enhanced action on climate change in the developing world. The stage is now set for a follow-up to the Kyoto Protocol to be decided at COP 17 in Durban, South Africa in 2011. COP 17 will mark a critical moment in international climate change negotiations.

CNH International - CNH International, a subsidiary of CNH Global, is the company responsible for the manufacture, sales, distribution and after sales operations of agricultural and construction branded equipment in over 120 countries throughout Africa, the Middle East, the Commonwealth of Independent States, Asia and Oceania, encompassing Australia, China and India. CNH International was established in 2007 to strengthen CNH's brands in emerging and high-growth markets.

New Holland Agriculture - New Holland Agriculture is a global manufacturer and seller of agricultural equipment. Its reputation is built on the success of its customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals, who 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 guarantee the ultimate customer experience for every customer. More information can be found online at www.newholland.com. New Holland is a division of CNH Global N.V. (NYSE:CNH), a majority-owned subsidiary of Fiat Industrial S.p.A (FI.MI).

Images:

1. [T8-360 10B36068.jpg](#)
2. [New Holland NH2 Tractor.jpg](#)

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