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New Holland to display T6 Methane Power tractor at Giro dâ??Italia 2022

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New Holland Agriculture, Official Sponsor of the Giro dâ??Italia 2022, will display a T6 Methane Power tractor along the route of the sporting event, which provides a perfect platform for the brand to spread its message of sustainable agriculture. The tractor is a true game changer, capable even of a negative footprint when powered with bio-methane generated from liquid manure. It has all the features that have made the T6 a favourite among farmers across the world.



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The T6 Methane Power will be on display in a livery specially designed for the Giro dâ??Italia that was first unveiled on a T5.120 Dynamic Command at the Fieragricola show in Verona (March 2022). With this customisation inspired by the â??Leaderâ??s Jerseyâ?? of the Giro dâ??Italia, the tractor will be the perfect expression of the dedication to performance and sustainability that the brand shares with the Italian Grand Tour.

â??The T6 Methane Power tractor is the culmination of New Hollandâ??s pioneering work in the development of methane technology and one of the many tangible outcomes of our Clean Energy Leader strategy,â? stated Carlo Lambro, New Holland Brand President. â??At New Holland we are passionate about enabling and promoting sustainable, efficient and profitable farming through advanced technologies, extended connectivity and reliable powertrain technology. The T6 Methane Power tractor, now in production and available to our customers, is a vital link in our Energy Independent Farmâ??s virtual cycle that delivers carbon neutral production.â?

New Holland will further spread its message of sustainability by participating in the Giro-E 2022, the pedal-powered Giro dâ??Italia built on technology, ecology and sustainable mobility. The brand will compete with a team made up of company employees, dealers and customers. The only stage event in the world dedicated to pedal-assisted bicycles, it takes place at the same time as the Giro dâ??Italia and on the same route, covering the final sections of its 18 stages a few hours before the professional riders.