

New Holland to display T6 Methane Power tractor at Giro d'Italia 2022

30 August 2022 | News

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The T6 Methane Power will be on display in a livery specially designed for the Giro d'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 'Leader's Jersey' of the Giro d'Italia, the tractor will be the perfect expression of the dedication to performance and sustainability that the brand shares with the Italian Grand Tour.

“The T6 Methane Power tractor is the culmination of New Holland’s pioneering work in the development of methane technology and one of the many tangible outcomes of our Clean Energy Leader strategy,” stated Carlo Lambro, New Holland Brand President. “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 Farm’s virtual cycle that delivers carbon neutral production.”

New Holland will further spread its message of sustainability by participating in the Giro-E 2022, the pedal-powered Giro d’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 d’Italia and on the same route, covering the final sections of its 18 stages a few hours before the professional riders.