

Service Dealer (www.sd-update.co.uk) ENGINE AWARD FOR NEW HOLLAND Cursor 16 honoured by magazine pubblicato il 30.05.2014

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30, May 2014

ENGINE AWARD FOR NEW HOLLAND Cursor 16 honoured by magazine

New Holland Agriculture equipment will soon feature the "exceptionally efficient" Cursor 16 engine which has been named Diesel Of The Year 2014 by *Diesel* magazine.



L-R: Fabio Butturi, Diesel magazine News Editor, Roberto Sommariva, Diesel magazine Managing Director, Massimo Rubatto, FPT Sales Vice President ; Damiano Berzacola, Verona Fiere Vicar Vice President.

Developed by sister company FPT Industrial, the new 16-litre, six-cylinder in-line engine received this accolade in recognition of its technological excellence.

Fabio Butturi, Chief Editor of Diesel magazine, summed up what makes this new engine stand out: "The Diesel Of The Year® award is judged on technical innovation and design, with FPT Industrial's Cursor 16 achieving this in the most exciting way: a 16-litre engine delivering 18-litre power in a 13-litre package. A compelling proposition and, in the words of FPT, a game changer."

Carlo Lambro, Brand President of New Holland Agriculture, said: "New Holland customers get the full benefit of us having an engine specialist such as FPT Industrial in-house. Our sister company has developed innovations and technologies that have changed the industry and, with the Cursor 16, our customers will once again enjoy the best in performance and economy when we introduce the new models equipped with this exceptional engine."

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