

## Banorte , New Holland and FIRA committed to Agricultural Technology Accessibility for Mexico's Farming Communities

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**México, D.F., April 11, 2002.** Grupo Financiero Banorte , New Holland de México and the Fideicomisos Instituidos en Relación con la Agricultura (FIRA) [Instituted Agricultural-Related Funds], confirm their committed participation in bringing technology to Mexico's rural sector.

The institutions executives pointed out that the results obtained so far are the product of the alliance established in October 2000. By March 2002, this same alliance allowed the granting of 1,385 loans an equivalent of over Ps 300 million- on behalf of 2,972 farmers in financing 1,368 tractors, 346 agricultural tools and 169 foraging equipments.

The plan, especially designed for farming machinery and equipment financing, has allowed 46% of the financial supports to benefit low-income farmers under the fixed-rate equal-payments scheme offered by FIRA; thereby eliminating the sense of pressure and uncertainty among farmers purchasing machinery and equipment.

This programs success has motivated Grupo Financiero Banorte to authorize New Holland to expand its credit line this year by Ps 150 million, which could grow even further to meet demand and project feasibility. New Holland, acting loan intermediary for farmers, shall receive 100% fund backing by FIRA through G. F. Banorte.

The commitment was signed by Othón Ruiz Montemayor, CEO of Grupo Financiero Banorte, Doctor Carlo Martone Ansaloni, CEO of New Holland de México and Francisco Meré Palafox, CEO of FIRA, all of whom agreed on the importance of continuing the agreement promotion and plan operative simplification. The overall purpose is to make equipment and machinery acquisition even more accessible to farmers and thereby contribute to developing the rural sector of our country, creating employment opportunities, and improving the quality of living of the men and women of the fields of Mexico.