



New Holland Agriculture

Farming technology of tomorrow

Since 1895, New Holland is the dependable partner the world's farmers and growers can rely on to get innovative, efficient and productive farming solutions.

Since 2006, with the Clean Energy Leader® strategy, New Holland supports sustainable agricultural technologies and practices.

With more than 100 product lines and over 400 models, New Holland has the widest agricultural equipment offering in the world.

New Holland is open and responsive, ready to understand customer's changing needs and on hand to help farmers simply get the job done.



let's get it done.

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let's get it done.



It's our new brand expression, designed to ignite and boost engagement, collaboration, action and accomplishment for our employees, dealers and customers.

It's a manifestation of our brand values: reliability, responsiveness, sustainability and innovation.

It's our call-to-action to respond quickly to our dealers and customers. To genuinely understand theirs needs. To simplify the way we do business with them.

In few words: let's get it done.



Note: to view the video you need internet and YouTube connection

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The New Holland Brand values

RELIABILITY

125 years of farming achievements

RESPONSIVENESS

A 100% commitment

SUSTAINABILITY

Sustainable efficient technology

INNOVATION

The widest and most advanced product range



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Reliability

125 years of farming achievements

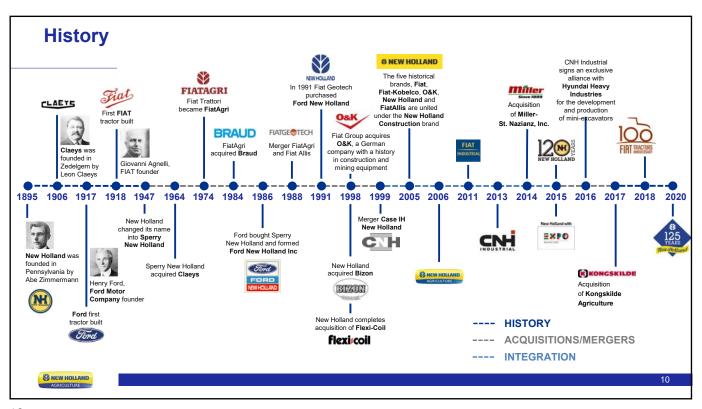


We understand the farmers' needs and support them in their daily job: today and for many years to come. With state-of-the-art manufacturing locations across the globe and four Centres of Excellence dedicated to developing the next generation of agricultural machines. Machines that will redefine modern agriculture in terms of productivity, performance and the comfort that you demand.

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History

125 years of farming achievements



New Holland has a legacy of land pioneers, each of whom improved farmers' productivity since 1895. Great personalities like Abe Zimmerman, Henry Ford, Leon Claeys and Giovanni Agnelli created companies that shared a similar DNA, because all of them provided their customers with accessible technology and simple yet innovative solutions.

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Our history

New Holland's milestones



1917 Ford produces the Fordson Model F, the world's first mass produced tractor.

1932 Fiat manufactures its first mass produced crawler tractor.

1940 The first New Holland self-tying automatic pick-up baler is produced.

1952 Claeys produces its 1st self-propelled combine harvester in Europe.

1960 New Holland introduces the industry-first Speedrower™ windrower.

1961 New Holland launches its first self-propelled forage harvester.

1964 New Holland introduces the industry-first Haybine[®] mower-conditioner.

1974 New Holland introduces the world's first Twin-Rotor® combine.

1975 Braud launches its first self-propelled grape harvester.

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Global presence

Close to our customers around the world

Turin, Italy Global Head Quarters of New Holland Regional Head Quarters for Europe, Middle East and Africa Region

Antwerp, Belgium
Production facility for components, home of
the Auto Command™ continuously variable transmission.
Celebrates 50 years of operation in 2014.

Zedelgem, Belgium Centre of Excellence for Harvesting products

products

Production facility for flagship harvesting products including the CR range of Twin Rotor* combines, the FR forage harvester, CX conventional combines and the BigBaler range of large square balers.

Coex, France Centre of Excellence for Grape Harvesters Production facility for grape harvesters, home of the original Braud design.

Croix France Production facility for components, including the Horizon™ and Harvest Suite™ Cab.

Production facility for speciality and low

horsepower tractors that has produced over 500,000 machines.

Lecce, Italy
Production facility for telehandlers, wheel loaders, compact wheel loaders, backhoe loaders.

Modena, Italy
Production facility for components.

San Mauro Torinese, Italy
Production facility for mini excavators.

Kutno, Poland
Production facility for tillage
and Hay&Forage implements.

Plock, Poland
Production facility for TC combines,
Roll-Belt baler and headers.

Överum, Sweden Production facility for ploughs

Basildon, UK

Production facility for medium and high horsepower tractors, home of the multi-award winning T7 tractor range. Celebrates 50 years of operation in 2014.

New Holland, Pennsylvania, USA Centre of Excellence for Hay tools Regional Head Quarters for North America Birth place of the New Holland Machinery

Company in 1895.
Today, a production facility for Hay and Forage applications that has produced over 700,000 small square balers to date.

Wichita, Kansas, USA Production facility for skid steer loaders.

Grand Island, Nebraska, USA
Production facility for harvesting equipment,
home of Twin Rotor™ technology for over
40 years and the CR combine range.

Fargo, North Dakota, USA Production facility for articular

Production facility for articulated tractors, home of the 700hp T9 range.

Racine, Wisconsin, USA
Production facility for high horsepower tractors, home of the T8 tractor range, and components.
St. Nazianz, Wisconsin, USA
Production facility for self-propelled sprayers.

Saskatoon, Canada Production facility for large planting and seeding equipment.

Curitiba, Brazil
Centre of Excellence for Tractors and Combines
Regional Head Quarters for Latin America
Production facility for tractors, including the T8,
and harvesting equipment for Latin America that has
produced over 25,000 TC combines.

Piracicaba, Brazil Production facility for the Defensor sprayer for Latin American markets.

Sorocaba, Brazil Production facility for the CR combine range for the Latin American region.

Cordoba, Argentina
Production facility for CR combines,
T7 and speciality tractors for the domestic market.

Queretaro, Mexico Production facility for both tractors and components Celebrates 50 years of operations in 2014

Lugano, Switzerland

Regional Headquarters for the Asia Pacific Region

Harbin, China

Production facility for high horsepower tractors, balers and implements.

New Delhi, India Production facility for tractors, engines and other components.

The facility has produced over 250,000

Pune, India
New production facility for TC combines.

Dera Ghazi Khan, Pakistan Production facility for tractors

Naberezhnye Chelny, Russia Production of tractors and combines for the domestic market and for export.

Ankara, Turkey
Production facility for tractors, engines

and components.

Over 600,000 tractors have been produced here.

Erenler, Turkey

Joint venture with Koç Holding for the production of tractors for the domestic and export markets.

Tashkent, Uzbekistan

Production facility for tractors

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Responsiveness

Our 100% commitment



With 2,000 dealers in 170 countries around the world and a complete range of financial services and aftermarket solutions, New Holland is always close to its customers, wherever they are.



The strongest dealer network

Tailor-made financial services and extensive aftermarket solutions





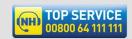
CNH Industrial Capital offers you specialist advice and tailored finance packages.

www.cnhindustrialcapital.com



All New Holland official dealers stock a full range of parts for rapid delivery and reduced downtime.





For ultimate peace of mind, Top Service offers you around the clock assistance and express parts delivery with a 100% total satisfaction guarantee.



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Sustainability

Sustainable efficient technology



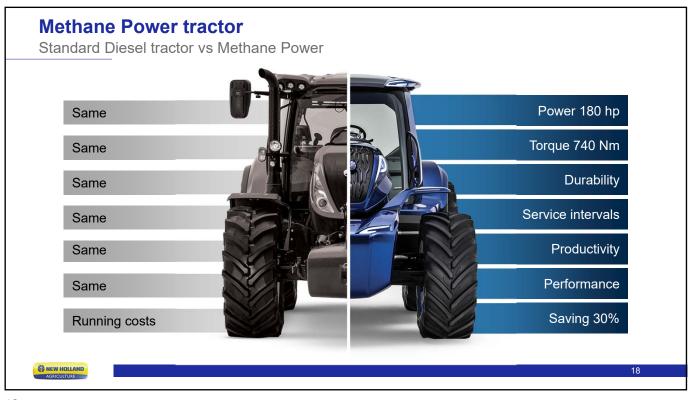


We have been the pioneer of sustainability: the first to talk about it and to offer viable solutions. We will continue on this path, keeping in mind that sustainability goes hand in hand with the reduction of the environmental impact and the protection of productivity and profitability for the farmers.

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The Energy Independent Farm^{s™}

The Energy Independent Farm is at the heart of the Clean Energy Leader strategy. The biomethane is produced from specifically grown energy crops or waste plant and food material, either liquid or solid. The crops can be grown on the farm and the waste sourced from agricultural activities, factories or supermarkets. This raw material is fed into a biodigester, which is heated and in the absence of air broken down and digested by bacteria. It works like a giant compost bin. During the two-stage fermentation process, gases – including biomethane – are produced. This biomethane is refined to produce a fuelgrade product and used to power the Methane Power tractor. The digestate - the residual liquid and solid waste plant material from the digester - is returned to the fields as a nutritious and natural fertilizer for the next season's crops. This is the true embodiment of a closed-loop virtuous cycle.



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Innovation

The widest and most advanced product range



We must have clear in mind which value and benefits an innovation brings to customers, if it is making their life easier, if it is intuitive and easy to be used, if they can do more with less by using it.

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The broadest product offering





High horsepower tractors

The T7, T8 and T9 ranges rewrite the rule book of large scale agriculture and offer a unique, no-compromise solution by delivering pulling performance, manoeuvrability and transport stability. Exactly what you need for your farming future.

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Our products

Mid range tractors



T4, TD5, T5 Utility, T5 and T6 ranges, with a broad offering of transmissions, including the proven Electro Command™, advanced Auto Command™ and all-new Dynamic Command™ with eight step semi-powershift, have been conceived, designed and built with true versatility in mind. They can effectively perform the widest variety of agricultural and livestock farming operations, including field, yard, loader and transport works, always delivering top operator's comfort and maximum productivity.

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Compact tractors and utility vehicles

A complete range of rugged, dependable and easy to use products, small in dimensions but big in performance, dedicated to fulfill the needs of small farms, groundcare professionals, municipal users, large real estates, golf courses and sport grounds.

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Our products

Speciality comes as standard



Pioneering specialist machinery is a key part of New Holland's DNA. From vegetable gardens to orchards, vineyards and olive groves, with New Holland you'll be sure to find your perfect solution for any terrain, crop and condition.



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Harvesting from the specialists

Always at the forefront of harvesting technology, New Holland introduced pioneering industry-firsts that have revolutionised the way you harvest today, such as Europe's first self propelled combine and Twin Rotor™ combine. The entire harvesting range fully satisfies the needs of even the most demanding operators, for whom efficiency and productivity in all crops and terrains is a prerequisite.



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Our products

Harvesting from the specialists



The latest generation of FRs represents the pinnacle of forage harvesting technology. In 1961, New Holland revolutionised the world of forage harvesting with the model SP818. Today, over half a century later, the FR range provide today's high output contractors and cooperatives with the productivity, efficiency and reliability they require.

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Square balers

World renowned as market leaders and featuring a series of innovative, awarded and exclusive technologies, New Holland big square balers are able to produce large amounts of perfectly shaped bales, with a choice of densities and dimensions to satisfy the specific needs of any use: bedding, feeding and energy production.

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Our products

Round balers



New Holland has been at the forefront of round baler innovation for 40 years. The range includes the variable chamber Roll-Belt™ series and fixed chamber Roll Balers, which are also available in a Combi version for single pass baling and wrapping; they are the preferred choice of livestock and mixed farmers, together with demanding contractors who operate in challenging conditions. Thanks to the introduction of a string of pioneering firsts that have revolutionised baling operations, New Holland round balers firmly lead the way, producing perfectly shaped bales, field after field and season after season.

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Material handling equipment

New Holland telehandlers and front loaders offer customers a powerful, precise and versatile solution to manage any crop and material thanks to oustanding lifting and reach performances and through the capability to operate a wide variety of specialist tools.



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Our products

Hay & Forage equipment North America



New Holland has everything you need for haying activities: the widest range of mower-conditioners, self-propelled windrowers, disc and sicklebar mowers, rotary and wheel rakes, tedders and forage blowers. Whether you make hay to feed your livestock or produce hay as a cash crop, New Holland has a range of equipment solutions to meet your needs.



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Hay & Forage equipment AMEA and Europe

The New Holland Hay & Forage equipment range, including DiscCutter™ F and DuraDisc™ F front mounted disc mowers, DiscCutter™ rear mounted mowers, DiscCutter™ L and DiscCutter™ C trailed mowers, ProTed™ tedders and ProRotor™ rotary rakes, offers farmers a wide and comprehensive choice to efficiently and successfully run all their grass-related operations. High performance, durability and built-in capability to perfectly work with New Holland tractors are just some of the high-end features of this outstanding range.

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Our products



Sprayers

New Holland Rear Boom and Front Boom sprayers provide dependable performance, accurate spraying and load stability, even in challenging field conditions. Comfortable and easy control, matched with rugged construction, enables efficient and precise application, enhanced productivity and higher returns on investments.



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Planting and seeding AMEA, South America and North America



The New Holland range of planters and seeding equipment features industry-leading technology to deliver uniform seed placement, even greater reliability, low maintenance and reduced soil disturbance, together with excellent trash penetration, in all types of challenging terrain.



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Our products



Tillage equipment AMEA and Europe

The New Holland Cultivation & Tillage equipment line-up offers cash crop and mixed farmers all the advanced tools to perform effective soil cultivation and perfect seedbed preparation operations in order to guarantee their next crop success. The wide choice of implements, widths and technologies allows to complete the circle of any soil preparation technique on all kinds of terrain.

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Construction equipment

The New Holland Construction range can utilize a variety of specialist, purpose-made attachments to be used in a wide range of agricultural applications.

New Holland dealers can also offer further accessories to match more specific demands and have the knowledge and expertise to help you make the right choices. What always stays the same is New Holland's commitment to operator comfort and safety, strict adherence to best environmental practice, optimized performance and reduced whole life operating costs.

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PLM Intelligence™





Stay connected stay productive

New Holland with PLM Intelligence™ is:





SMART



CONNECTED



SUPPORTED

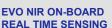
NEW HOLLAND

PLM Intelligence™



INTELLISTEER® SYSTEM

New Holland's fully integrated guidance solution offers you hands-off operation and 1-2cm levels of accuracy for improved productivity and efficiency.





EVO NIR multi-application technology enables FR Forage Cruiser, CR Revelation and BigBaler owners and operators to monitor and record a whole host of crop moisture and nutrient parameters in real time with outstanding accuracy. Ideal when producing livestock feed or when working with the biomass industry, this technology increases the productivity and the profitability of the business.

PLM® SOFTWARE

Precision Farming Software is your key to improved productivity. It enables you to download precise field data from your machines and analyse it on your PC to tailor your activity for future seasons.

MYPLMC®NNECT

MyPLM®CONNECT





IntelliTurn works on all field types and at varying speeds with the flexibility to execute end-of-row turns in even the most challenging layouts.

The automatic turn system mimics what an operator would do, with a smart, intuitive set up that utilizes existing parameters for easy operation and maximizes infield efficiency so operator can concentrate on the task. The system provides immediate feedback on the appropriate speed to make the upcoming turn. Optimal for cash crop, small grains and anyone that utilizes fields with headlands.



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PLM Intelligence™



NH^{Drive™} Concept Autonomous Tractor





Based on standard tractors, the New Holland NH^{Drive*} concept autonomous tractor will enable fully autonomous farming. It's monitored and controlled via a desktop computer or a portable tablet interface. Able to work 24 hours a day, 7 days a week, the NH^{Drive*} tractor helps to overcome a lack of skilled labour, can make full use of favourable working windows and can be integrated into existing machinery fleets. As it maintains its cab, the NH^{Drive*} tractor can be also driven by an operator for not yet completely automatable applications.

New Holland Agriculture is currently partnering with E. & J. Gallo Winery, the largest family-owned winery in the world and loyal customer of New Holland specialty tractors, in a pilot project testing its NH^{Drive*} autonomous technology applied to T4.110F vineyard tractors.



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New Holland Farming Apps: the digital agricultural world helps real world farmers

New Holland has developed a whole range of interactive and engaging digital Apps to enable farmers, both current and aspiring, with their activities.





My New Holland App
Direct access to your personalised area on the web

NH Brochure App
Discover the products through the interactive brochures

NH Weather AppPlan your activities using accurate forecasts

NH News App

Find out about the latest farming news as it happens

PLM Calculator App

See just how much you could save with advanced PLM® solutions

PLM Academy App

Browse PLM® training courses and brush up on your skills

NH Harvest Excellence App

Discover how to maximise the efficiency and performance of your combine

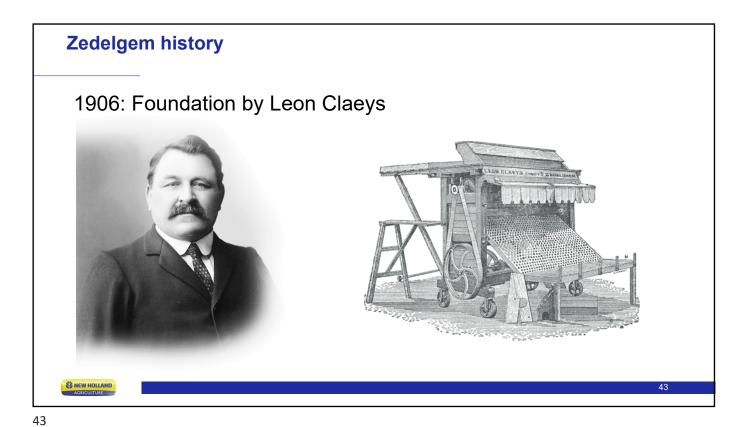
Grain Loss Calculator App

A quick calculation to optimally adjust the combine harvester settings for maximum efficiency

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1906 – 1952: stationary threshing machines



1948: pull-type combine harvester

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Zedelgem history



SPERRY NEW HOLLAND 1964 Sperry Rand Corporation purchases a major interest in Clayson, at that time one of the largest combine manufacturers in Europe.



1986 Ford Motor Company acquires Sperry New Holland, merges it with Ford Tractor Operations: Ford New Holland



1991 Fiat acquires Ford New Holland Inc. and merges it with FiatGeotech to form New Holland



1999 Fiat acquires the Case Corporation and merges it with New Holland to form CNH



2013 CNH Industrial N.V., a result of the mergers of Fiat Industrial S.p.A. and CNH Global N.V



Zedelgem vandaag: Centrum van uitmuntendheid

New Holland's worldwide CENTRE OF EXCELLENCE for harvesting products

This means the expert in design, development, manufacture and training of harvesting equipment, all gathered in one location.

2.400 employees

Total area: ± 36 ha

Building area: ± 18 ha



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Zedelgem today

New Holland's worldwide CENTRE OF EXCELLENCE for harvesting products

This means the expert in **design**, **development**, **manufacture** and **training** of harvesting equipment, all gathered in one location.

Zedelgem: some numbers

- 2.400 employees
- 360.357 m² surface
- 168.560 m² surface buildings
- · 157.000 tons of steel used per year
- 172 tons of paint used per year
- 16.600 parts handled to make the Zedelgem products



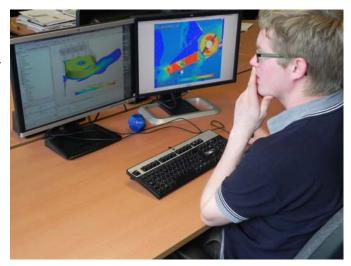
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Zedelgem today: Centre of Excellence

Product development, Engineering

- Over 100 year of engineering know how
- Plant with the most patents
- Customers needs translated into solutions
- Virtual room for simulations on products and manufacturing techniques
- Stationary threshing tests all through the year
- Test track
- Field tests all over the world



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Zedelgem today: Centre of Excellence

A World Class Manufacturing plant (WCM)

A programme based on the best Japanese production techniques.

The target:

- Zero quality defects
- Zero failures
- Reduction of inventories
- Just in time delivery

The benefits:

- Industry-leading quality
- Competitive pricing
- Absolute flexibility
- Meeting customer's needs

Sense of responsibility and constant search for improvement are expected from every single employee.



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Zedelgem today: Centre of Excellence

Here we pass our knowledge on to our dealer technicians to become harvesting product specialists. In this way our customer is assured of the best possible service at his local dealership.

State of the art classrooms allow operating harvesters in an adjacent practical room.



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CR Revelation combines

CR 7.80

CR 7.90

CR 8.80

CR 8.90

CR 9.90

CR 10.90



Threshing and Separation: Rotary

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Zedelgem today: products developed and built





	CR 7.80	CR 7.90	CR 8.80	CR 8.90	CR 9.90	CR 10.90
Grain Header Widths (m)	4,88 – 9,15	4,88 – 10,67	6,10 – 10,67	6,10 – 12,50	6,10 – 13,70	6,10 – 13,70
Max. Engine Power @2000 RPM	FPT Cursor 9 415 hp	FPT Cursor 9 460 hp	FPT Cursor 11 517 hp	FPT Cursor 13 544 hp	FPT Cursor 13 600 hp	FPT Cursor 16 700 hp
Grain Tank Capacity (litres)	10500	11500	12500	12500/14500	12500/14500	14500

Harvest Suite™ Ultra cab glass area 6,3 m²

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CX7 CX8 combines

CX7.80

CX7.90

CX8.70

CX8.80

CX8.90



Threshing and Separation: Conventional

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Zedelgem today: products developed and built





	CX7.80	CX7.90	CX8.70	CX8.80	CX8.90
Grain Header Widths (m)	4,57 - 9,15	4,88 - 9,15	5,18 – 10,67	6,10 – 12,50	6,10 – 13,70
Straw Walkers	5	5	6	6	6
Max. Engine Power @ 2000 RPM	FPT Cursor 9 340 hp	FPT Cursor 9 374 hp	FPT Cursor 9 374 hp	FPT Cursor 9 415 hp	FPT Cursor 9 460 hp
Grain Tank Capacity (litres)	9000	10000	9500/11500	11500	12500

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Zedelgem today: products developed

CX5 CX6 combines

CX5.80

CX5.90

CX6.80

CX6.90



Threshing and Separation: Conventional

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Zedelgem today: products developed





	CX5.80	CX5.90	CX6.80	CX6.90
Grain Header Widths (m)	4,57 – 7,62	4,57 - 7,62	4,57 - 9,15	4,88 - 9,15
Straw Walkers	5	5	6	6
Max. Engine Power @ 2000 RPM	NEF 258 hp	NEF 313 hp	NEF 313 hp	Cursor 9 340 hp
Grain Tank Capacity (litres)	8300	8300/7300	9300	9300

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Zedelgem today: products developed

TC combines

TC 4.90

TC 5.70

TC 5.90

TC 5.90 Hillside



Threshing and Separation: Conventional

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AGRICULTURE

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Zedelgem today: products developed







	TC4.90	TC5.70	TC5.90	TC 5.90 Hillside
Grain Header Widths (m)	3,96 – 6,10	3,96 - 6,10	3,96 – 9,14	5,18 – 6,10
Straw Walkers	4	5	5	5
Max. Engine Power @2000 RPM	NEF 175 hp	NEF 175 hp	NEF 258 hp	NEF 258 hp
Grain Tank Capacity (litres)	5000	5200	6400	6400

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Zedelgem today: products developed

CH combines

CH7.70

CH7.70 Laterale



Threshing and Separation: Crossover Harvesting

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Zedelgem today: products developed





	CH7.70	CH7.70 Laterale
Grain Header Widths (m)	4,88 – 9,15	4,88 – 9,15
Max. Engine Power @2000 RPM	@2000 Cursor 9 374 hp	
Grain Tank Capacity (litres)	9300	9300

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BigBaler Plus

Large rectangular balers

BB 870 plus

BB 890 plus

BB1270 plus

BB1290 plus



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Zedelgem today: products developed and built

BigBaler High Density

Large rectangular balers

BB1290 HD



NEW HOLLAND

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LOOPMASTER™ DOUBLE KNOTTING TECHNOLOGY

- eliminates twine offcuts
- 30% stronger compared to a standard knot

Bale Dimensions	BB870 plus	BB890 plus	BB1270 plus	BB1290 plus	BB1290 HD
Width (cm)	80	80	120	120	120
Height (cm)	70	90	70	90	90
Min/Max length (cm)	100/260	100/260	100/260	100/260	100/300

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Zedelgem today: products developed and built

FR FORAGE CRUISER

self-propelled forage harvester

FR480

FR550

FR650

FR780

FR920



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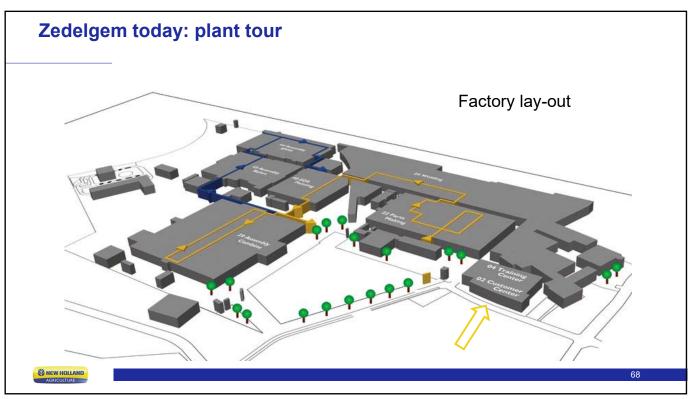


	FR480	FR550	FR650	FR780	FR920		
Max. Engine Power @	FPT	FPT	FPT	FPT	FPT		
	Cursor 13*	Cursor 13*	Cursor 16*	Cursor 16*	Vector 20*		
1900 RPM	476 hp	544 hp	653 hp	775 hp	911 hp		
Cutterhead cylinder type	V-shaped with 2 rows of knives						
Cutterhead frame width	884mm						
Cutterhead diameter	710mm						

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Zedelgem today: plant tour



It is strictly forbidden to take photos or videos during the plant visit.



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Zedelgem today: plant tour

Receiver + headphone, safety glasses, visitor jacket, mouth mask









Stay within the yellow lines, use the small doors and do not touch components, no smoking





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