



PARTNERS 13

THE WORLD OF NEW HOLLAND AGRICULTURE

2016



EXTRAORDINARY TIMES

Sustainable agriculture is the topic of the day. We are not surprised: New Holland first launched its Clean Energy Leaders campaign 10 years ago. With innovation that has always been based on customer feedback. ▶2

2016 PARTNERS 13





Extraordinary Times



Carlo Lambro
Brand President New Holland Agriculture

Dear Partners,

We have been living in extraordinary times: sustainable agriculture has become a global issue, and a popular topic of conversation for experts like us and, more surprisingly, the general public. The perception that the future of the planet depends in part on efficient and sustainable farming has grown immensely over the last few years. For New Holland, who launched its Clean Energy Leader strategy in 2006, ten years ago, this moment of awareness is extremely important. Not just because of last year's Expo Milan 2015, which has permanently changed the perception of the general public about our planet, and what it means to grow, and harvest, and process the food that we need to keep it alive. It is also about our ability to continue our policy of constant innovation. It is about our quest for a sustainable planet, through sustainable farming. A quest that has our full and total commitment.

This is the same commitment that we find when we reach out to our clients. Listening to farmers throughout the world is, and always has been, one of the foundations of our company culture. Examples can be found in this issue of Partners, which features the voices of many farmers who testify to their strong and positive bond with the New Holland brand and its products. As a brand, we consider sustainability, present and future needs of farmers and innovation as parts of the same mission. That is why we believe the two fundamental key drivers to our innovation are making the machinery that farmers want, and making it sustainable for the planet. We listen, we anticipate our customers' needs, and we provide them with the choice they need. In terms of performance. In terms of flexibility. And with the best levels of safety and emissions, with a keen eye on sustainable projects and precision farming.

We are assisted in our mission to innovate by our parent group CNH Industrial: the third largest capital goods manufacturer on the planet. And also by our sister company FPT Industrial, global leader in the development of high performance powertrains, best-in-class in terms of emissions. But one of the most tangible proofs of our innovation is in the product itself and the solutions that it provides, from the new middle range T5 and T6 to the high power totally new T7 Heavy Duty range. This innovation has been recognized by international awards and by totally independent testing institutes, as you will read in the following pages.

It is also recognized by the farmers who spend their days in the field: we have always invested and shall continue to invest in research for farmer safety and comfort.

Our clients are well aware of this: during the long days of harvesting they know they can count on our Harvest Suite™ Ultra Cab, or when spraying, as in our Braud line for vineyards, they sit in a cab that has the Blue Cab™ 4 technology that is totally insulated with clean, filtered air. And for this we have won yet another award. One of the many that over the years have certified the strength of our innovation and our ability to listen to farmers' needs.

Listening to clients means, necessarily, being close to clients. With a strong presence in five continents, we are close to farmers across the globe. But we want to step even closer, as we have done with the search or acquisition of new distributors in Africa and the Middle East. And we want to keep close to our customers with our communications tools, that have evolved to suit a changing world, leading the field in the industry. Our brand-new product Apps and immersive 360° Apps have had great feedback from clients, who have reacted warmly to our approach; thanks to our ability to listen and to find our new ways of communicating, to create stronger bonds, we are closer to our clients than ever.

Sustainability, dialogue with our clients, advanced product features, immersive and interactive communication tools: all this encompasses our definition of innovation. Innovation that will take us into these extraordinary times. Together.

T5 and T6: standards redefined

The favorite choice of mixed farmers now offers even more versatility

New Holland has presented two brand new models in its all-purpose, best-selling **T5 and T6 series**. The new models are not only Tier 4B Compliant. They are also packed with features that make them truly outstanding. New Holland is well known for the excellence of its medium power all-rounders. The T5 is one of the best selling tractors in its power bracket in Europe, and the T6 is an all-purpose tractor that is a very popular choice for mixed farmers. Both now present powerful new features with added comfort, better rides and a host of innovations.

T5, Multitasking becomes easier

It all starts with the looks: the new T5 Tier 4B compliant range displays all the features of the latest **New Holland family styling**, from its LED lights to the redesigned rear. Sleek, modern and smart, the new range is packed with features that are a hallmark of New Holland technology: comfort, manoeuvrability, adaptability.

"New Holland has traditionally been very strong in serving this sector of agriculture with tractors in this power bracket, and the T5 Tier 4B developments are designed to build on that", explains Sean Lennon, Head of Tractors, Telehandlers and PLM Product Management. "While upgrading the T5 tractors' emissions systems to meet Tier 4B regulations, New Holland has taken the opportunity to add further developments that enhance the machines' versatility and capabilities. Styling has also been brought into line with that of the higher powered T6 and T7 range". Comfort has been significantly enhanced thanks to **the Best-in-Class Terraglide™ suspended front axle option**, that can be combined with the

Best-in-class Terraglide™ front axle option brings unprecedented comfort

optional Comfort Ride™ cab suspension. Together, they make the T5 as comfortable as the larger tractors – and providing large machine features on smaller tractors has always been one of New Holland's talents. The Terraglide™ front axle suspension is proven to protect the tractor, mounted implements and the operator from heavy shock loads during transport and in the field. And the optional automatic two stage Comfort Ride™ cab suspension provides up to a 25% reduction in shock loads reaching the operator. Optional front brakes are available for true four-wheel braking performance.

In the deluxe VisionView™ cab, operators are served with carefully arranged controls and a tiltable steering column. The panoramic screen and extra-large 200 degree wiper ensure best visibility even in poor weather. The cab brings **best-in-class seat comfort with two different options**: the standard Deluxe seat offers air suspension that can be precision adjusted, and the heated Premium seat, for those who spend more hours in the cab, features a low frequency suspension fitted with a large air reservoir to ensure the smoothest ride. A storage box to the left of the seat adds to operator comfort by keeping everything close at hand.

The new, **high power LED lights** improve night vision: eight optional LED lights provide 145% more light, increased durability, and lower power consumption, all in one package. Those operating compatible equipment benefit from optional ISOBUS Class II capability, which makes it easy to monitor and control all implements using the optional IntelliView™ III monitor for single screen operation. In terms of equipment handling, the T5 comes with a wider loader frame with bolted towers and the option of side rails. Operation is easy thanks to the option of new **mechanical or electrohydraulic joysticks** with integrated transmission shifting, so that both transmission and loader functions are integrated into one unit. The **Electro Command™ transmission** has been further enhanced with the new Auto Transport and Auto Field models that adapt the driving style to the different conditions, making sure that fuel economy is at its best while on the road, and that power is delivered fast and efficiently in the field. An optional Creeper is also available with the 40kph ECO Electro Command™ transmission. The rear three-point linkage lift capacity has been raised to 5420kg, while remote valve layout has been improved for easier coupling. Flexibility is enhanced by the multifunctional front linkage, capable of lifting 1850kg, and the 1,000rpm PTO.

The New Holland strategy for Tier 4B compliance is simple: products with reduced cooling requirements but a vital need for compact sizes will be equipped with **Compact SCR and low rate EGR engines**. More efficient, less bulk. And up to 24% more torque back up across the range. The new T5 range is available in three models: the 99hp T5.100, the 107hp T5.110 and the 117hp T5.120, with respective maximum torque figures at 1,500rpm of 430, 468 and 491 Nm. All are equipped with the 3.4-litre Common Rail F5C engine with ECOBlue™ Compact HI-eSCR technology and Low Rate EGR (Exhaust Gas Recirculation) developed and produced by FPT Industrial.



Improvements to the chassis have allowed gross vehicle weight to be raised from 7.4 tonnes to 8.0 tonnes, and a new fixed heavy-duty front axle option allows for 28" front tyres.

T6, On Top. Around the clock

The sleek New Holland family look isn't the only feature that distinguishes the new T6 range: this master of all-round farming boasts the new Tier 4B compliant ECOBlue™ HI-eSCR system, unprecedented comfort and visibility, including premium seating, LED light packages and a wider loader for improved stability.

"The T6 is a key player in mixed farming", said Sean Lennon. "It is a true multi-tasker that has become even more powerful and capable of serving an even wider range of requirements".

First of all, Tier 4B compliance: this has been achieved without compromise. New Holland's ECOBlue™ HI-eSCR (High-Efficiency Selective Catalytic Reduction) after-treatment system allows the engine to breathe clean air, optimising combustion, torque rise and fuel efficiency. The new engine control unit brings the engine to maximum torque faster and holds through to the lower rpm longer, outperforming the previous generation's engine. The Engine Power Management develops more power and torque according to the load on the transmission, hydraulics and PTO. On the T6.165 it can deliver up to 33 extra horsepower when it is needed to maintain performance. And the fluid consumption is the same as on previous models.

The Horizon™ cab offers a unique combination of comfort and visibility. Every feature has been designed and fine-tuned to deliver the best possible ride. Dual zone air conditioning provides the perfect climate. Noise levels have been reduced to 69 dB. The Sidewinder™ II armrest puts all the controls at the operator's fingertips in Auto Command models. And, in addition to the standard seat, three more choices are available: Comfort, Dynamic Comfort and Auto Comfort. The Comfort seat uses a special, low frequency suspension design.

The Dynamic Comfort seat adds to this features such as an automatic shock absorber, pneumatic lumbar support and a two-stage heater. The top of the range Auto Comfort active seat with incorporated climate control reduces whole body vibration by up to 40%, while extraction fans within the seat remove moisture, lowering surface humidity and temperature. It all adds up to a level of comfort normally associated with larger tractors.

Visibility is unique: 5.65 square meters of glass, and a large transparent roof panel for loader work. At night, operators can rely on the standard LED work lights that provide 60% more illumination than previous models: 10,000 lumens on the standard package; with up to 31,200 lumens on the top of the range spec.

The T6 comes with a wide choice of packages, tailored to suit every different farming need. There are five four-cylinder models, from 125 to 175Hp. And the six cylinder T6.180 tops the range with a maximum torque of 740Nm – the only six cylinder tractor in this category on the market. But the choice isn't limited to the power unit. The T6 can be specified to match the requirements of each farming operation.

The Electro Command™ semi-powershift offers clutchless gear changes to reduce operator fatigue.

The optional Auto Modes take care of gear shifting: Auto Transport has been programmed specifically for road work; Auto Field manages both the engine speed and transmission to optimize performance and economy in the field. A 17th gear can be specified that allows either a 50kph transport speed or a 40kph at reduced engine speed for lower fuel consumption. The standard IntelliShift™ technology automatically selects the right gear for the job, improving the quality of the gear shift. The T6.145, T6.155, T6.165 and T6.175 models are also available with the advanced Auto Command™ continuously variable transmission.

It now features tailored transmission settings: the 'soft' setting is suitable for gentle direction changes, perfect during high speed transport or when working on slippery surfaces; the standard setting is for normal field activities;

and the super-fast aggressive setting is ideal when near instantaneous direction changes are required.

All-in-all, the new T5 and T6 series bring big tractor features and comfort to the more versatile mixed farming workhorse.

T5 and T6 launching events



New Holland held a series of events in Lyon, in March, to launch the new T5 and T6 series. The week started with two days of intensive training for 85 representatives both of the brand and of major European importers. The training, called Top Gun, was held both in the classroom and in the field. Then came a press conference attended by 80 journalists, where Carlo Lambro, the New Holland Ag Brand President, spoke of the strength of the brand, touching upon the recently-launched initiatives and highlighting the importance of these new models for the company. The machines were then introduced to the public in more detail, via video interviews with Sean Lennon, Head of Tractor and Telehandler Product Management. Finally, a dealer convention allowed New Holland dealers from France to test the products in the field for an immersive, first hand experience that provided all participants with a real taste of the new T5 and T6 models. The events were held at La Sucrière, a renovated sugar factory.



T7 Range. New looks, new tricks

More performance, more power, more comfort, in a sleek new package

New Holland has redesigned its celebrated T7 range, with new looks, new features, new models, and new Tier 4B compliant powertrains.

The T7 family comes in three versions, the standard wheelbase with maximum power (including Engine Power management) between 175 and 225 hp, the long wheelbase with max power from 225 to 270, and the new Heavy Duty range with 290 or 315 hp that has already won the Machine of the Year award in 2015.

The **T7 Heavy Duty Range** is the result of a global customer consultation. New Holland asked farmers all over the world to specify their **perfect tractor**, and this is it: more power, larger loads, business class comfort, compact dimensions, tight turning and easy multitasking. All the required features have been packed into a totally new body and have been distilled into just two models, the T7.290 and the T7.315. There is also an exclusive Blue Power edition for those who really want the best of the best. With metallic midnight blue paint, chromed grille, silver wheel trims and silver light surround on working lights, the T7 Heavy Duty range Blue Power is also a stunning looker.

No surprise that it received the **Machine of the Year 2016 award**, given by a jury of 19 journalists representing leading European agricultural publications.

"We are very proud of this recognition", commented Sean Lennon, Head of Tractor and Telehandler Product Management. "This award is a well deserved recognition of the hard work and dedication of all those involved in the development of the T7.315, from our engineering teams to the whole Basildon plant team, who set up a brand new dedicated assembly line and new processes to ensure consistently high quality for every unit leaving the line".

The Heavy Duty range is truly groundbreaking. The two new models can mount larger Group 48 and 49 tyres (2050mm and 2170mm respectively) with a read tyre width up to 900mm. The larger tyres reduce soil compaction and increase traction: two benefits in one. Tyre pressure is monitored directly from the IntelliView™ IV display. An alarm will set off if tyre pressure drops on any of up to 16 tyres, which means having control of the trailer as well.

In terms of manoeuvrability, the ABS SuperSteer™ option can reduce the turning cycle by up to 50% by automatically applying the inner brake during field turns.

On top of the Heavy Duty version, the new T7 range also includes a **long wheel base** and a **standard wheel base** version. The long wheelbase comes in four models, all of which feature the new, rugged styling package. The models come with a rated horsepower of 180, 200, 220 and 240, all with the same six cylinder, 6,7 litre engine.

The T7 standard wheel base is also available in four configurations, this time with a rated horsepower of 140, 150, 165 and 180 hp.

The entire T7 family has taken advantage of the move to Tier 4B compliance, with a number of key new features: the new T7 range performs better, is more powerful, more comfortable, and has lower emissions. The new T7 range displays a sleek, **rugged styling with no compromise on functionality**. The new engine hood features the signature New Holland cat eye lights, now in LED form. But the lines of the hood have not been drawn just for their looks: their extended side panels provide more protection from dirt and debris. The side vents provide aeration, as well as style.



MACHINE OF THE YEAR 2016



David Roberts - UK

"Pleasant days in the field"

David Roberts represents J&J Roberts on Clive Farm, in Wolverhampton, UK. "We've always had New Holland tractors", he says, "but hadn't replaced a machine for some time, so when it was time to change our T6080 we decided to move up a power bracket to the T7.270 Auto Command Blue Power".

"We farm 400ha of owned and rented land near Wolverhampton. Around a third of the land is ploughed and the remainder is minimum tillage. The extra power from the T7.270 Auto Command means we can get cultivation work done faster, and alongside our existing T7030 we've got more capacity should we take on additional land in the future".

"We're really pleased with the T7.270 so far. The new cab is very comfortable and much quieter than the T7030, which will make long days in the field much more pleasant".

Service access is as easy as ever. Similarly, the gullwing profile of the roof line provides the perfect seating for an array of adjustable LED working lights. Another example of form integrated into function. Even the radio antenna is integrated, highlighting the attention to detail that went into this new design.

The whole T7 Series features a **6-cylinder engine and ECOBlue™ HI-eSCR technology developed by FPT Industrial that meets Tier 4B emissions standards without the need for Exhaust Gas Recirculation or Diesel Particulate Filter**. This means that upper power levels have actually increased for all versions of the T7. Rated power of the long wheelbase is up 5%, while the standard wheel base is up 9% to 180 hp. Add to that 45 hp of Engine Power Management and you end up with a



truly powerful machine in relation to its size and weight. To control this power, New Holland has made large tyres available for every machine. Even the standard wheel base can fit sizes up to 710/70R38.

The T7 is also offered with the six cylinder engine, for those who choose the advantages of this configuration. This has a rated power of 140-hp rising to 175-hp with Engine Power Management.

And the two Heavy Duty versions come in at 290 and 315hp respectively. Quite a lot of choice!

The new T7 makes full use of the giant steps forward in

State of the Art Manufacturing at Basildon

The new T6 and T7 series are manufactured at Basildon, New Holland's showpiece plant in Essex, 32 miles from London. The factory was established in 1964 to build the Ford 3000, 4000 and 5000 Series. In 1971, with the Ford 7000, it launched the first ever turbocharged tractor. It went on to build one success after another, including the Fiat M Series in the Nineties. And in 1998 Basildon developed production of the first T series, the first Tier 1 Tractor. It was here that, in 2010, the first Blue Power range saw the light. An impressive array of achievements and world firsts for a factory that has always led the field.

Basildon has recently launched a brand new Customer Centre, where visitors to the Tractor Plant can take a look at our



LED lighting. Up to 16 powerful cab lights can be fitted for a 360° spread of powerful, far reaching light. This is five times more than on previous versions, with 31,000 lumens. The lights are integrated into the roof, and the corner lights provide a 360° rotation that allows them to point backwards for a full control of activities even after dark.

The T7 range makes the most of the New Holland extra

Renewed T7 family offers unparalleled comfort and performance

silent **Horizon™ cab.** Its allround visibility has been further enhanced with the introduction of a single piece front windscreen, which is optionally heated, as is the rear window.

The choice of seating is the best in the industry, with a line-up that goes from Comfort to Dynamic Comfort to the top of the range Auto Comfort with incorporated ventilation and climate control. The seat trim is in high quality cloth or premium leather and is finely stitched for that extra, supercar look.

In every New Holland machine, comfort is also provided by advanced technology and sophisticated automation the T7 range comes with. A new second generation Headland Turn Sequencer II has been developed. Controlled through the now standard IntelliView™ IV touch screen, HTS II enables complex headland turns to be created by recording a turn 'live' or creating one by selecting actions and trigger points from a menu. Everything from selecting the target speed of the Auto Command transmission to switching to an implement camera view is programmable and editable.

history, learn more about New Holland's current achievements and its advanced World Class Manufacturing processes. In the Customer Centre, visitors will see how components from specialist manufacturing centres are brought together to build the class-leading New Holland ranges. With the aim of always delivering better quality, better service and higher efficiencies.

It's then placed under the control of a single button. What more can you automate? How about if your implement took control of the tractor? The new models also feature New Holland's IntelliCruise™ ISOBUS Class three tractor-baler automation technology that enables

the baler to control the tractor's speed to optimise feed rate and produce constant flake thickness. The new T7 series tractors are engineered to be the perfect match for New Holland Big Balers and operators will see their productivity soar with this revolutionary feature.



T8. Better performance, lower emissions

The range now has a new Tier 4B engine and enhanced features

New Holland has upgraded its family of T8 tractors, providing them with the full benefits of the new **ECOBlue™ Hi-eSCR technology for compliance with Tier 4B emissions standards**. Each model sees an improvement in engine performance

characteristics, expanding the versatility of the T8 tractors to handle many varied tasks. The new T8 mounts the FPT Industrial Cursor 9 engines, at the forefront of the industry not only in terms of emissions, fuel consumption and overall performance, but also with controlled operating costs. With an engine oil change required only **every 600 hours**, maintenance costs are minimised. The Cursor engine is tuned to work in harmony with the Auto Command™ transmission. With four points of full mechanical drive, and never less than 50% mechanical drive, coupled with the four automated operating modes, Auto Command™ delivers the operating simplicity that today's drivers require from a continuously

using a conveniently located thumb wheel - easy. The T8 range now comes with the option for **SmartTrax™ technology**, that was developed by New Holland to provide maximum traction in difficult conditions, but without the usual limitations of a twin tracked tractor. The combination of rear tracks and a conventional front axle has proved its worth in field tests, and is now finally available for customers. The best of both worlds. The principle is based on the idea that is central to any tracked vehicle: the larger the footprint, the better the traction, and the lower the soil compaction. With a larger footprint you can put more power on the ground and increase the drawbar power. For some growers, the benefits will be in tractive effort, whilst for others, the reduction in ground pressure could facilitate earlier access to fields in the Spring, when the land may still be moist. Either way, that brings a boost to year-round productivity. The SmartTrax™ triangle design puts a lot of biting surface on the ground. Power transmission is ensured by a positive drive between the drive wheel and the lugs on the inner side of the tracks. The continuous, heavy-duty tensioning system makes sure that the correct track tension is maintained even in difficult working condition. It uses an automatic, hydraulic system that needs no operator input, for the highest levels of simplicity and reliability. SmartTrax™ is available in three widths to suit many varied operations. 18" wide belts facilitate working between planted rows, or straddling bed propagation. The 24" and 30" belt widths are better suited to tillage applications, where tractive effort is the principal requirement. With configuration options that can address both wheeled and track requirements, the T8 Range can now provide the high horsepower solution for more growers than ever before.

SmartTrax™: traction, manoeuvrability and comfortable ride

variable transmission. The changes go way beyond the engines. The upgrades on the T8 include a standard **Intelliview™ IV touch screen monitor**, a new Multi Function Handle with more tactile buttons and backlit function keys for night time operation, and LED lighting packages. It is understood that a comfortable operator is more productive and definitely the upgrade to the T8 Series introduces a host of improvements that result in greater comfort for the operator and reduce their fatigue when working long days. On Ultra Command™ models, Ground Speed Management target speeds are now set



Eros Gualandi - Italy

"Higher efficiency, lower costs"

Eros Gualandi is a board member of the cooperative *Il Raccolto*, a network of agricultural firms across Emilia Romagna, in Northern Italy. "New Holland to us is innovation with reliability" he says. "There are continuous technological improvements to the machines, and their overall trustworthiness increases year on year. This means less downtime, more production, lower costs. The new T8 series represents this quest for increased mechanisation and technological innovation in the field of precision farming, with lower fuel consumption, better overall sustainability, and a healthier produce. These factors have all been key to the growth and profitability of our network, and we owe a lot to New Holland".



SITEVI
INNOVATION AWARDS

Award winning safety in the vineyard

The new compact Braud harvesters equipped with an over-performing filtration system

The new **Braud compact range** has been designed for smaller vineyards. New styling, new features, better ergonomics and award winning safety features are key qualities of the new range.

Available for row spacing above 1.3m (**Braud 7030M**) or above 1.6m (**Braud 8030L**) the new harvesters have been redesigned with a sleek engine hood that allows for full visibility even on the engine side of the harvester, providing the operator with better control on all operations.

The redesigned **SDC System (Shaking Dynamic Control)** is recognised as an industry leader for gentle and efficient harvesting, and has been further enhanced by the addition of a lower shaker rod that is capable of picking even the lowest hanging grapes. Height and levelling are automatically adjusted by the operator through the Intelligent Management System, and sensors, fitted as standard, prevent the picking head from accidentally touching the ground. Aperture between the rods can be adjusted electrically, and the unit is designed to carry two spares, to eliminate downtime and ensure that harvesting never stops.

In the extra comfortable cabin, operators have access to the integrated Intelligent Management System 2.0 and the Intelliview™ touch screen monitor. All functions are managed from there, in total safety and comfort.

And, speaking of safety, the **new Blue Cab™ 4 technology**

Safety features in its Blue Cab™ 4 system on Vineyard Tractors, also available for the new Braud Compact Range

searching for innovative ways of increasing our customers' productivity, making their work easier and safer, all the while guaranteeing the highest quality harvest and gentlest handling of their vines – which is so important for them. Once again, with the Blue Cab™ 4 system and PLM™ Connect we have made further advances in providing our customers with innovative technologies to help them be successful in their business." In terms of the multifunction, both New Holland and Berthoud engineers have specifically designed the Braud Compact range and equipment to satisfy the needs of the customer not only in harvest but all year round including spraying. Berthoud is the partner of choice for offering the spraying equipment that fits perfectly to Braud compact machines. Other features of the new Braud Compact Range include best-in-class fuel efficiency, thanks to the FPT Industrial engine and ECOBlue™ HI-eSCR Tier 4B technology that delivers more power and torque with



less fuel consumption. And fast and easy maintenance, with centralized greasing points and a completely new water washing that also takes advantage of the new design of the machine, that has fewer accumulation areas for faster cleaning. The new Braud Compact Range comes with a host of proven and tested features and options, like the SOCMA patented evolution destemmer, that eliminates on average 20% more harvest impurities. Or the award winning Opti-Grape™ system, specifically designed to maximise cleanliness. A premium system for quality wine makers who want the wine process perfect from the very beginning.



Thomas Flouret (on the left) - France

"Our clients need the work to be perfect"

Thomas Flouret runs a contracting service in the heart of one of France's most prestigious wine regions: Saint Emilion. His company, Entreprise Aquitaine Viti Services, provides year round services in the vineyard, including harvesting. "The new compact Braud series", he says, "is perfectly suited for this job, from a width of 1,3m".

"We are contractors, we need our work to be absolutely perfect, both in the vineyard and in the treatment of the grapes, in terms of cleanliness and quality. The new SDC system provides optimum handling while fully respecting the plants: that gives the best possible harvesting result. The OptiGrape™ is extremely adaptable, and can even grind waste on demand. It is equally important for us to be able to use our machines throughout the year. The compact width of the new machines gives them extreme manoeuvrability in the vineyard, and the Blue Cab 4 really does provide our operators with great comfort".

has been awarded the **SITEVI Gold Medal for Advanced Safety Features**. The filtration system takes protection of the operator well beyond what is required by EN15695-1 and -2 regulations, which only cover cab and filter classification respectively through laboratory testing. New Holland has also tested the filtration system's durability and performance in the field. The Blue Cab™ 4 system was tested on both tractors and grape harvesters for over 300 hours of spraying, with more than 25 active substances in different field conditions. The system comes with an integrated air conditioning unit for maximum comfort in all weather conditions. "New Holland is the world leader in grape and olive harvesting and in specialist tractors", commented Carlo Lambro, Brand President New Holland Agriculture. "That is because not only do we have a long experience in the vineyard industry, but we are always looking forward,



A step change in foraging

The widest crop channel in the industry delivers consistent high chop quality

The new **FR Forage Cruiser** comes with a line-up of five different models, with a step-changing new set-up that delivers the best performance in the industry and a host of ground-breaking features.

First and foremost is the extraordinary efficiency of the **new ECOBlue™ HI-eSCR Tier 4B engines and power management system**. Ranging from 476 to 775 Hp, the new powertrains retain the celebrated power and performance of earlier models, but offer a new ECO Mode in the engine management system that delivers **fuel savings of up to 21%, and a best in class fuel efficiency of 0.5 lt per ton**, as independently verified by the prestigious DLG German Agriculture Society Fokus Test. All models of the new FR series feature engines developed by FPT Industrial. The two smaller models run versions of the proven Cursor 13 engine tuned to the constant high loads experienced when harvesting forage. The FR650 and FR780 mount the new Cursor 16 engine. As the engine design optimises combustion, particulate formation is very low. The after-treatment system cleans up the NO_x created by the high combustion temperatures. The result is powerful performance combined with exceptional fuel efficiency.

Tuning specific to forage harvesting delivers almost instantaneous transient response, making the FR Forage Cruisers able to handle sudden changes in load without stopping or plugging. In **DLG Fokus Test** comparison between the new FR650 and the previous FR700, this feature alone shows an increase in capacity of up to 5%. "New Holland has been at the forefront of forage harvesting technology for over 50 years with many industry firsts", says Lars Skjoldager Sørensen, Head of

Independent testing proves the new set-up delivers fuel savings of 21%



Harvesting Product Management. "The new FR Forage Cruiser builds on this strong heritage to deliver a highly productive, highly efficient package capable of reliably meeting the requirements of large scale contractors and cooperatives". And so it is not surprising that unprecedented fuel efficiency isn't the only industry first for the range. The new FR Forage Cruiser also features **the largest cutter head in the industry** – both in width and diameter. The proven chevron knife design chops cleanly, quickly and, most importantly, uniformly. The cutter head is available in five configurations to match the specific chopping requirements.

The new FR Forage Cruiser further improves productivity on the spout. Already the widest, easiest to access in the industry, the spout now features full-length replaceable top and side liners, a new hard-faced flipper, stronger flipper cylinder and improved spout base lubrication.

Efficiency can be further increased by automating trailer filling with the award-winning Intellifill™ spout guidance system: it guides the crop accurately into the trailer whatever the weather conditions, time of day, or type of trailer. **A new lighting package** assists the operator with extraordinary night time all round visibility including complete LED option. And the redesigned flagship cab provides the ultimate comfort in an ergonomic working environment. Quiet and spacious, the cab provides 360° panoramic glazing with curved windows for a perfect view of the header and spout at all times.

A new Deluxe air suspended seat features automatic weight adjustment and variable shock absorption that



Dietrich Kirchner - Germany

"800 more litres of milk per day were argument enough for me"

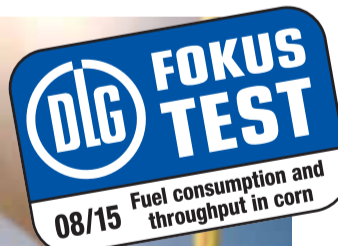
Dietrich Kirchner is head of product and trade at AG Laproma in Schlossvippach, in Thuringia, Central Germany. "Our farm manages 2,384 hectares of arable land, and 1,900 cattle, including 820 dairy cows", said Mr. Kirchner. "We are well accustomed to New Holland: we own 15 New Holland tractors, four New Holland CX combine harvesters, a New Holland BigBaler, a New Holland Baler Wrapper combination, and a New Holland Harvester FR700. Since 2007, we have been shredding with a New Holland FR9050.

In 2015, we started thinking of a new forager. We have tested the chopping of the new FR, and its results in silage and feeding have convinced me to buy yet another New Holland harvester: 800 more litres of milk per day with the same food ration is a strong argument. It's what counts, at the end."

provide ultimate comfort to the operator, who can fine tune the backrest, lumbar support, seat pan angle and height. A new leather and cloth luxury seat with heated and ventilated cushions and suspension upgrades is also available as an option on the top three models. And even the new slim steering column features a double jointed design that allows the operator to position it for maximum comfort and optimum view.

All key machine parameters such as header control, spout engagement and Power Cruise™ activation, are controlled through the **CommandGrip™ multi-function lever**. The IntelliView™ IV monitor provides a view of machine functions at a glance.

The new FR Forage Cruiser sets a new benchmark for foraging, with efficiency and productivity that were unimaginable only a short time ago.



CNH Industrial opened Training Center in Russia, Naberezhnye Chelny

CNH Industrial opened modern training center for specialists of the construction, transport and agricultural sectors on June, 22 in Republic of Tatarstan, Russia. By the end of this year over 700 students will have training

Inauguration ceremony took place in Naberezhnye Chelny, Tatarstan. A modern training center will allow employees of dealers and clients from Russia and CIS to improve their skills in the management and maintenance of equipment under the CNH Industrial Brands.

Red opening ribbon have been cut by the head of the CNH Industrial in Russia - Fabrizio Cepollina, director of the plant - Anfis Sadriev and honored guests - Minister of Agriculture and Food of the Republic of Tatarstan - Marat Akhmetov and Mayor of Naberezhnye Chelny Nail Magdeyev.

The location of the Training center has not been chosen by chance. In Naberezhnye Chelny CNH Industrial has its own product line of agricultural machines and construction equipment. In his speech,

Nail Magdeev said: "For our city this event, of course, has great importance. Naberezhnye Chelny is a home to a large number of professionals with a high level of competence in the field of mechanical engineering, therefore, in my opinion, the choice of location for the construction of the training center is fully justified. Having 14 years of experience at the agricultural company in the past, I am familiar in person with Case and New Holland equipment. I believe that the development of the project will benefit the multinational population of our republic and the country as a whole."

Total training center area with own library and spacious workshops is over 1300 m². Classrooms can accommodate up to 65 people per day and are equipped with the necessary tools and training materials.

Coaching staff consists of both Russian and foreign technical and service engineers of CNH Industrial.

Marat Akhmetov drew attention to the importance of the CNH Industrial investments in terms of plant

and training center for the Republic of Tatarstan: "Tatarstan with its 3,5 million hectares of crop land has a big demand in conventional tractors, which are produced at this plant. So we express hope for assigning concern status of the Russian producer soon which in turns gives farmers of Tatarstan possibility to buy agricultural equipment with support from government."

In conclusion, Fabrizio Cepollina commented: "We always put to the first place improving professional skills not only for our own employees, but also for the industry that use our equipment and technology and therefore we believe that establishment of training center close to our plant enable our clients and employees to get profound knowledge's of our machines. Our aim is to develop joint programs with the federal universities in order to grow specialists for the industry. The new training center will be an excellent platform for practical training of young professionals. We are also expanding production and are counting on the support of the Federal government and Government of the Republic of Tatarstan."



New Holland HFT Japan: the story of a successful partnership

New Holland has a long history in Japan, where it has established a strong reputation in the country's agricultural sector over more than seventy years. Today it dominates the market with a 40% market share for combines and 32% for self-propelled forage harvesters. At the root of this success is the close relationship with its local partner, which resulted in the creation of a joint venture named Hokkai Ford Tractors (HFT) in 1970.

Now named New Holland HFT Japan, the commercial 50/50 joint venture between CNH Industrial and Shibamoto & Company covers the entire territory of the archipelago of Japan with a widespread network of 55 field stores. With its 600-strong workforce, it has built a close relationship with New Holland customers, providing expert sales advice, technical service support and guidance on agricultural practices and techniques.



More than half of its employees are dedicated to after sales, and support customers in the field with 385 service vehicles. The company makes particular efforts to welcome customers into the New Holland world and share the staff's expertise with farmers across the territory. It regularly holds open house events at its field stores and has recently stepped up these efforts with two initiatives: the Visitor Centre and Farm HFT.

Farmers discover the New Holland world at the new Visitor Centre

New Holland HFT Japan inaugurated a new Visitor Centre in the city of Tomakomai in Hokkaido in January 2016 after celebrating its 45th anniversary at the end of 2015. The facility, which includes an ample showroom, meeting rooms and a gift shop, has already welcomed 1,848 visitors from across Japan in just its first year. The customers have been very impressed with the visit and many have been pleasantly surprised by the breadth of New Holland's offering and the large equipment on display.

New Holland showcases market leading tractor and baler offering at SIMA ASEAN 2016

New Holland Agriculture takes part in the SIMA ASEAN 2016 exhibition, which is held on 08-10 September in Bangkok, Thailand. As a brand of CNH Industrial, a global leader in capital goods, New Holland is supporting as Platinum Sponsor this key event for the agribusiness sector in South East Asia.

Mark Brinn, CNH Industrial Managing Director SEA, Japan, Pakistan, explains: "New Holland has a long history in Thailand and within the entire South East Asia Region. We have been working alongside farmers in this country since the late Forties, where our tractors bore the Ford name - and today we are the market leader for tractors above 70 hp and dominant player for balers. We are committed to being a long-term partner in the development of the region's agricultural mechanisation. SIMA ASEAN is the perfect venue for us to show how we can support farmers and help them maximise the efficiency and profitability of their operations. We will be showcasing our wide offering of tractors and balers, which are particularly appreciated in the sugar and biomass industries and, very importantly, we are launching a brand new tractor model."

Launch of new TT4.90 tractor extends TT4 Series

New Holland launches the TT4.90 tractor at the SIMA ASEAN 2016, extending the successful TT4 Series, which now includes 5 models ranging from 55 to 88 hp. The new model fits at the top of the range, offering an even bigger performance that combines power, fuel economy and ultimate versatility.

The TT4.90 is a clever mix of performance, technology and comfort. The Turbocharged and Intercooled 4-cylinder, 3.9-litre engine developed by FPT Industrial,



delivers impressive power and 340 Nm maximum torque at 1400 rpm.

The wide range of transmissions that includes splitter and creeper versions, offers transmission speeds to suit every application, and the 10 transmission configurations available allow for a perfect match to every customer's needs.

The powerful 45-litre pump, mounted with a separate steering pump, delivers its full capacity regardless of load on the steering circuit. Farmers will appreciate the 2.1 tons lift capacity, which will enable them to pack more into every working day, handling the toughest jobs with ease.

The ground speed PTO - which matches PTO speed to ground speed - is particularly useful for biomass applications: when the bio composting machine is attached, this enables the operator to ensure that the slurry is churning at the right speed to foster growth of bacteria and optimise the rate of decomposition.

The spacious operator platform with flat deck and tiltable steering wheel provides a highly comfortable work environment for the driver.



The facility is also used for regular customer training sessions on required maintenance for various New Holland products.

“As competition in the Japan market continues to intensify, our investment in the Visitor Center is already paying off,” explains Mr. Hideaki Terashima, Executive Director, Distribution and Supply at New Holland HFT Japan. “We are already welcoming a large number of current and potential customers from across the country to view various products

and join in user training seminars, and will continue to leverage the investment to reach its full potential.”

Spreading the knowledge with Farm HFT

Established in 2014, Farm HFT covers 32 ha with various crops including wheat, sugar beets, grass, maize, and

soybeans. Its main mission is training New Holland HFT Japan’s staff from across the country on New Holland equipment and agricultural practices, but it has also been welcoming a growing number of existing and prospective customers. Visitors gain hands-on experience using New Holland equipment fitted with implements, and develop their knowledge of farming techniques and the agricultural business.

The farm is also extensively used for testing and promoting precision farming to Japanese customers.

Versatile and reliable tractors make short work of every job

On its outdoor stand at the SIMA ASEAN 2016 show, New Holland displays the TT4.75 tractor, launched in 2015 and the TT45 tractor. This is part of the TT Compact range, which is recognised for its strength and unparalleled versatility. It reliably delivers a big performance in a small package, and will make short work of big jobs with its outstanding power, Easy Shift transmission and big lift capacity. On its indoor stand are the class-leading 110 hp TD5.110 available with factory fitted front loader, the 139 hp TS6.140 known for its rock-solid construction, brute power and simple maintenance, and the 213 hp T7060, tractor of choice for demanding arable and contract operations that need the greatest versatility. New Holland also pays tribute to its heritage by displaying on its stand a historic Ford 5000 tractor, which has featured extensively in farms across Thailand for many years, contributing to the development of this country’s agriculture.

Industry-leading balers to match every requirement

New Holland showcases its baler excellence, which are represented by a BigBaler Series large square baler and a BR6000 Series round baler. The brand, which has pioneered baling technologies, offers a wide range of balers capable of meeting all requirements.

The BigBaler delivers ultimate capacity and consistently high bale quality, which can be the deciding factor for customers competing for hay and biomass contracts. And with the efficient servicing and maintenance, productivity is further increased as the baler spends more time working in the field.

The BR6000 Series has a baler specification to match every need, depending on the number of bales to roll,



the width of the swaths or windrows, the use of the bales for silage, hay or bedding purposes or the need to pack the silage as quickly as possible after rolling.

The best partner for the sugarcane and biomass industries

New Holland offers a wide range of tractors and balers that are very well suited to the sugarcane and biomass industries, for collecting, baling and transporting cane trash and other biomass crops for sustainable energy generation. In addition, the brand brings the extensive experience it has developed in its involvement in the biomass industry in Europe, North America, Brazil and

India, where it works with industry-leading biomass operations. Currently it is also running a number of projects in Thailand to support the development of this industry in the country. New Holland’s long-standing involvement in the biomass industry derives from its commitment to a sustainable future for agriculture, which has led to the launch in 2006 of the brand’s Clean Energy Leader strategy. It expresses New Holland’s vision of sustainability, which is based on four key pillars: growing energy, which is how it supports farmers who grow and harvest biomass, biofuels crops and crop residues for energy generation; efficient productivity; sustainable farming which includes conservation farming practices; and committed company, which looks at how the brand runs its business and invests in solutions that reduce its impact on the environment.

Flexi-Coil 60 series wins at Dowerin

Flexi-Coil Australia returned to the Dowerin GWN7 Machinery Field Days this year to showcase its growing range of big capacity machines, including the new 60 series air carts and the 5500 air drills.

Flexi-Coil was awarded Best New Release - Allied Equipment at the WA field day for the innovative new 60 series air cart.

Flexi-Coil Australia's brand leader, Steve Mulder, says Flexi-Coil is proud of the innovation behind the new 60 series.

"Flexi-Coil is thrilled with the award. The 60 series air cart really is a game changer," Steve says.

"The 60 series is designed to deliver increased productivity and efficiency and sets a new standard in seeding,"

Steve says growers were interested to see the 20,439 litre 5560 air cart on display this week, which features an easy to operate fast fill conveyor with remote control for increased productivity.

"What is really exciting about these machines is the new FlexRate™ sectional control, which allows you to



individually control up to 10 sections of the air cart, giving greater application accuracy and control than ever before and eliminates double application of seed and fertiliser," he says.

Also on display at Dowerin was Flexi-Coil's 70-ft 5500 air drill. The 5500 range now includes an 80-ft model, which Steve says is the brand's biggest yet and can boost planting productivity by 33 per cent.

The 5500 has a unique configuration consisting of two front ranks, which follow the contours of the land at a depth set by the nearby castor assemblies, and two rear ranks, which follow the ground the press wheels run on. This allows it to achieve exact and repeatable sowing depth.

"It's narrow transport width and height is something that's set's the 5500 apart" Steve says. "This is a straight tyne machine which has good trash clearance and can be equipped with either spring or hydraulic trips."

East Coast croppers can see the 5500 air drill and 60 series air cart at Henty Machinery Field Days, 20 to 22 September 2016.



A year on the field

Test drives, demonstrations, technical sessions were held throughout Europe

Once again, New Holland demonstrated its closeness to customers with a year of events focused on construction equipment for farmers. Throughout Europe, events were held to demonstrate the full range of

machinery: Mini Excavators, Skid Steer Loaders, Compact Wheel Loaders, Wheel Loaders and Backhoe Loaders, all fitted with attachments, and tested and displayed at many local and international events.



FEBRUARY 2015 – FRANCE

The year started off at Sima 2015 in Paris, one of the top events in France with over 240,000 visitors. The range was on display for the first time on the New Holland stand.



MARCH 2015 – GERMANY

In March the first of many Open Days kicked off in Germany. The Open Days were held in field, with many different machines on display in real life conditions, they ran from March to July.

APRIL 2015 – UNITED KINGDOM

On April at Stoneleigh Park, New Holland starred at the Farm Handling Experience Event, a hands-on event hosted by Farmers Weekly Magazine.



MAY 2015 – SPAIN

At the famous hands-on in Burgos, Spain, farmers are invited to try the equipment in the field. New Holland staged an Ability Test during the unveiling of the new construction range.



JUNE 2015 – BENELUX

Training in the field was held in Benelux, where the New Holland loading equipment was tested and demonstrated in real life conditions.

SEPTEMBER 2015 – ITALY

In Italy various training events were held with clients, including the Top Gun Training with the FR.



NOVEMBER 2015 – GERMANY

The most important agricultural fair in the world is Agritechnica, held every two years in Hanover. New Holland exhibited its range of construction equipment on its stand. Agritechnica had over 450,000 visitors from 115 countries.



FEBRUARY 2016 – SPAIN

FIMA is one of Spain's foremost exhibitions with over 200,000 visiting its Zaragoza location. Here, New Holland set up an outside testing area, where over 250 clients had the opportunity to try out the loading equipment with real bales of hay. The many positive comments mentioned the ease of use, gentle hydraulics and great cab comfort.



Herman Jønsson (on the right) with Peter Nissen, PN Maskiner - Denmark

Two New Holland W170C Wheel Loaders: fast and efficient!

Herman Jønsson is the owner of Revslund Entreprenør & Maskinstation, a provider of manpower and machinery to construction, agriculture, forestry and nature in Roost, Southern Denmark. Having had almost a dozen wheel loaders, he recently bought his first two New Holland wheel loaders.

Why did he finally choose New Holland? "They are made for contractors and farm work", he says. One of the reasons for choosing New Holland is the cooling system. You just press a button to keep the radiators clean and free from debris. Another plus is the good all round vision. Then there are the ground clearance, the long arms, a perfectly balanced weight distribution to work with forage. It's simply a good all-rounder. And it's fast and efficient compared to its size".

New combine ranges lead the market

Operator comfort, grain quality, straw quality, power, fuel consumption and low maintenance cost. Everything changes for the better

When it comes to combine harvesters, New Holland is – and always has been – literally in front of the field. And the changes that have been recently brought to the CX range, the CR range and the TC Hillside range recently are proof of the company's continuous innovation.

Six new models for the CX Range. Target achieved

First of all, the new **CX series**. A totally new family of super conventional combines. Six new models: two five-strawwalker and four six-strawwalker. A new CX8.85 450hp six-strawwalker model with a 12,500 litre grain tank. And of course the world famous, top of the range CX8.90 flagship: the highest capacity conventional combine on the planet.

"The CX Series is the latest generation in a long line of

quiet. With a volume of 3.7m³ and noise levels of 73dB(A) it makes working that much easier. The glaze area has increased by 7% to an outstanding 6.3 square meters for extraordinary visibility. A new ergonomic design puts have been redesigned to put the entire process at the operator's fingertips. The harvesting console has a new layout with all key harvesting parameters at the fore.

Harvesting speed can be fine tuned with the force based **CommandGrip™ multifunction handle**, which the CX Series shares with the flagship CR rotary combines and high horsepower tractors. And the ultra-wide 10.5 inch **IntelliView™ IV** colour touchscreen monitor is mounted on rollers so that it can be positioned just as the operator wants it. With the option of a second screen, perfect for IntelliSteer™ autoguidance and for displaying views from up to six cameras, one of which is dedicated to reversing.

The operator is also assisted by a new lighting package

The new CX range is accompanied by a new powertrain setup for the CR range and a brand new TC5.90 Hillside

The powerful **Opti-Spread™** residue management system has been designed for maximum efficiency. With the CX8.90 working with the largest 12.5m Varifeed™ header, it easily meets any spreading width requirement with ease. The Dual Chop™ technology ensures a superfine chop of all material.

The CX8.85 and CX8.90 combines' 12,500 litre grain tank capacity is the largest on the market. Folding covers



high performing conventional combines which began in 2001 with the launch of the first CX models and has been characterized by constant innovation" stated Lars Skjoldager Sørensen, Head of Harvesting Product Management. "The new CX Series remains true to this heritage: it is the highest capacity conventional combine in the world, featuring the best of New Holland's technologies, such as the award winning Opti-Speed™, Opti-Clean™ and Opti-Fan™ systems. Contractors and multi-crop farmers will be able to switch between different crops quickly and easily, boosting their productivity thanks to entirely new sectional concave technology. Large-scale farmers will achieve unprecedented profitability with the high capacity and unsurpassed straw and grain quality of the new CX Series".

So, what has changed?

First of all, operator comfort. The **Harvest Suite™ Ultra cab** is new to the CX Series and the result of extensive customer consultation. It is spacious, comfortable and

precision engineered to provide perfect visibility for the header and the field, both ahead and behind. Operator comfort is only one of the features of the new CX range. Grain and straw quality are also unsurpassed. The unique **Opti-Speed™** strawwalkers automatically adjust speeds to maximise throughput of the crop: wheat, corn, canola, rice are all treated differently. And it is the combine that takes the decision. At the right moment, with the right tuning.

When harvesting uphill, the system automatically slows down the strawwalkers to keep the grains safely inside the combine, only to accelerate them again downhill.

The **Opti-Clean™** system improves cleaning performance by up to 20% by optimising the sieve stroke and throwing angles together to maximise cascade capacity. Equally intelligent is the award-winning **Opti-Fan™** system that automatically adjusts fan speed according to the incline. Once the desired fan speed is selected on flat ground, the fan will slow down when harvesting uphill to prevent losses and speeds up when travelling downhill to maintain a perfectly clean grain sample.

can be secured in the evening to prevent moisture entering the tank, and can be opened and closed from the comfort of the operator's seat. Bigger size, however, does not necessarily mean longer unloading times.

Unloading speed has increased by 14% which means the largest 12,500 litre grain tank can still be emptied in under two minutes. SmartTrax™ is available on the CX7.90, CX8.80, CX8.85 and CX8.90 models. The system provides extraordinary traction thanks to rubber tracks mounted with the **Terraglide™ suspension system**. Multi-crop farmers will benefit from sectional concaves that allow for fast changing: switching from one harvest to another in less than 20 minutes.

A unique versatility that is ideal to contractors or multicrop farmers. The CX8.90 complies with Tier 4A regulations using an ECOBlue™ SCR engine that delivers 10% fuel savings compared to a Tier 3 engine, plus outstanding transient response for sustained productivity in all field conditions. All other CX7 and CX8 models use **ECOBBlue™ HI-eSCR technology** to comply with the most stringent Tier 4B emissions standards.

More power than ever for the CR Range

ECOBlue™ HI-eSCR Tier 4B technology has also been fitted on the four top models of the CR range, which now offer more power than ever. With full Tier4B compliance, lower fuel consumption and enhanced performance.

The flagship CR10.90 is equipped with the Cursor 16, Diesel Engine of the Year 2014 Cursor 16. This delivers a massive 652hp and features Common Rail technology for precise fuelling and outstandingly responsive performance, resulting in consistently high productivity in all field conditions.

The CR8.90 features a new Cursor 11 engine, which positions this model at the same power level as the previous generation's CR9.80. The CR range, like the CX, also provides the option for SmartTrax™ technology and Terraglide™ suspension. All this with the comfort of the Harvest Suite™ Ultra cab. Just like the CX, the CR takes full advantage of the brand new cab: with its quiet atmosphere and three seat options, with the top of the range offering leather trim, heating and ventilation, extended vertical travel and automatic weight adjustment. The full CR range is recognized by all farmers and contractors as the **'best in class' non-conventional combine for grain and straw quality, due to its unique Twin Rotor technology, the pure rotary solution!**

Hillside has a new **self levelling system** for excellent performance. The system is directly derived from the larger CX 5090 Hillside, and offers peak performances at the following elevations: 38% lateral, 30% uphill and 10% downhill. The levelling system is now totally integrated into the harvesting console, for total operator control. The TC5.90 Hillside comes with the same Harvest Suite™ Comfort Cab as its larger counterparts in the CX range, and this allows operators to work in maximum comfort with category leading ergonomics and comfort. The Hillside model also has an upgraded, reinforced and longer elevator: the same as on the CX5090, and this allows the use of larger headers, such as the heavy duty 18 ft Varifeed™ or the standard 20 ft high capacity version. The 6400 litre high capacity grain tank allows for more continuous operation before unloading. The new TC5.90 comes in two versions: a narrower 3.50m, and a larger 4.0m. The narrow version is offered for those farms who need to driver the combine on public roads that have a 3.50m limit on width. The new patented **AutoFloat™ II** is ideal for sunflowers, and is compatible with most headers. The system provides fully automated tuning of the header height. The kit was awarded the AE50 prize for Outstanding Innovation. It is driven by sensors that measure both working pressure and terrain conditions and adjust accordingly. The system keeps the header level, and allows the operator to concentrate on harvesting.



Tomás, José, Anselmo and Miguel Ángel Martínez Nuñez - Spain

Four brothers, ten combines: a true New Holland family

It all started in September 1991, when Tomás, José, Anselmo and Miguel Ángel Martínez Nuñez, owners of the service company CB Hnos Martínez Nuñez, called their father D. Vicente to see their New Holland TX32. Owning one of the "yellow" New Hollands had always been a dream for their father, and they had fulfilled it.

Today, they operate a fleet of 10 New Holland combine harvesters. "We give service and know the importance of it, so we value all the support and solutions that the dealer and the brand have given us at peak times where problems have arisen. From loaning any courtesy machines to having crews working night and day, those details are what make great a product and a brand"

"Now customers come looking for us, they know we have a fleet of 10 New Holland harvesters and have checked themselves the performance, reliability, low grain loss and technology they provide compared to competing machines. Their preference for New Holland means, for us, more work and more service".



Uphill, downhill

New Holland has also launched a brand new TC5.90 Hillside model, with Tier4B technology and the HarvestSuite™ cab. Now fitted with the ECOBlue™ HI-eSCR technology, as with all top models of the TC range, the TC5.90 Hillside boasts increased power and lower fuel consumption, as well as lower emissions in compliance with Tier 4B. "The TC range has many high level features that it shares with our medium range combines, offering at a very competitive price the advantages of technology together with lower maintenance and running costs", said Lars Skjoldager Sorensen, Head of Combine Harvester Product Management. "These features include the best in class Harvest Suite™ Comfort Cab, the award winning Opti-Fan™ system and the heavy duty Varifeed™ headers, capable of boosting productivity. The range is perfectly suited for medium sized farms, large businesses, cooperatives and contractors who require advanced functions, reliability and good capacity in the 'value' segment of the combine harvester market". The TC5.90



Reaching out to the digital field

Interactive product Apps and immersive 360° Apps

New Holland's digital offering has always been ahead of the market. From Intelliview™ monitors, to an array of automatic on-board controls, the cab of a New Holland machine has been at the forefront of digital intelligence. Now, New Holland has developed its digital approach to clients outside the cab, with a series of new, immersive Apps both exploratory and experiential. The Apps are divided into two approaches. The first is an exploratory App, an interactive product that allows users to get to know a machine, down to the finest detail. The second is an immersive, experiential App, called OnBoard 360°, a virtual voyage on new New Holland machines.

Product Apps have been released for the T7 Heavy Duty range, T5 and T6 series. They are available for tablets and smartphones, in both Android and Apple versions, in English and most European languages to begin with. More products and more languages will be added, so keep tuned in to the App Store and the Android Store!

The Product App starts with a general overview of the product, called WALK AROUND. Users can see various aspects of the machine to discover its main features. Concept, design, features and specifications are all clearly laid out and each is accompanied by photo



galleries, tables and interactive infographics. As you go through the dimensions, for example, you will actually see the dimensions one by one on the machine itself, for clarity – and also for maximum viewing enjoyment. Elements of the design are explained through detailed images that can, of course, be panned out for full screen viewing. If the series presents a unique, special model, then a special area of the WALK AROUND is dedicated to that model.

New Holland's digital platform is growing fast – with many new Apps come!



In the second section, called ON BOARD, users are taken into the cab to explore information related to comfort, visibility and ergonomics. Once again, photo galleries are used to visualise every part and component of the cab and the controls, for a truly interactive discovery.

The third section, AT WORK, takes users through all the features and characteristics of the machine in the field. Performance, driving, transmission, engine, efficiency, manoeuvrability: everything here is explained minutely with a combination of text, images and videos that make every element stand out clearly. Each piece of information is immediately accessible and no aspect of the machine is left out.

The product App is much more than a digital brochure, because of the depth of content and range of videos on display, and the use that is made of the App's interactivity. It is a journey of discovery into the heart of a product and the benefits it brings all from the customer point of view.

Then comes the next step: a latest generation, immersive App for smartphones that makes use of cutting edge 3D technology to take the users directly into the field where the machine is parked. The App is best used with Google's Cardboard headset, an economical 3D device that holds your smartphone and allows you to really go for full 360° Virtual Reality.

WALK AROUND here means, well, walk around: literally! You can see the machine from every angle and every perspective. Just point the crosshair to the walk icon and you will walk.

And when you've finished watching, you are invited to climb on board. Again, point the crosshair at the climb-in icon and there you are – in the cab. You can try out the features and controls, and see how they work. You can see for yourself the ergonomics of the cabin, and the efficient workflow provided by New Holland's celebrated ergonomics.

Finished? No. If you want, you can then try out the machine in the field. Here, you will realise the benefits of New Holland's famous all-round visibility, the immense glass surfaces of the cab and the total control operators have on their work.

Various operations can be tried and tested for each machine. You can try loading and unloading in the yard, or harvesting in the field.

Each machine shows various operations, and every operation has been turned into a VR experience where you can see the various aspects of what is going on simply by turning your head (with the Cardboard) or your phone (without a Cardboard).

Look or point at a function, and the function will activate by itself. Look or point at a feature, and the feature will set a new VR video in motion.

The New Holland Onboard 360° app features the T5, the T6, the T7 HD and the Combine CX – with more to come. Visitors to New Holland stands at the main exhibitions have been able to test these Apps in dedicated areas, where the Company provides headsets ready for testing. But the Apps are now ready to download at the What's App section on the New Holland web site, or on Apple Store and Android market. So each of us can try it on our own tablet or smartphone. For a truly complete product experience.



The new TT4: economy at its best

Productivity, reliability and simplicity are key features of the new TT4

The New Holland Series TD range brought a revolution to the market for economy tractors. Now, the new TT4 range will take the revolution one step further. Productivity, reliability, simplicity, and low cost of ownership, all at a very economical price. And with high levels of ergonomics and operator comfort.

The new line up has been designed with close attention to the needs of countries in Africa and the Middle East, to provide choice to farmers, small holders, local government, municipalities and other operators who are looking for a highly versatile tractor. It offers excellent manoeuvrability, ergonomic comfort and fuel efficiency.

The complete range is ideally suited to a wide range of both agricultural and non-agricultural tasks, hauling and PTO work. The entire TT4 series benefits from New Holland's acclaimed ergonomic excellence and distinctive styling.

Motorisation comes in two basic configurations: a three cylinder 2.9 litre engine and a 4 cylinder 3.9 litre engine.

The tractor is versatile, powerful, comfortable, ergonomic and highly manoeuvrable

The three cylinder comes in two versions: TT4.55 and TT4.75, both Tier 3. The 4 cylinder is available in three versions: TT4.75 (Tier 1), TT4.80 and TT4.90 (Tier 3). Overall vehicle efficiency is further enhanced with a 540 eco PTO speed.

This enables the engine to run at a lower working speed for reduced fuel consumption. Add to that 300 hour service intervals and the TT4 delivers plenty of power with economical running costs.

A new 12 x 12 transmission offering is standard throughout the entire range and is enhanced with the addition of the dash mounted synchronized shuttle control. This dash mounted lever can be operated



without removing the hand from the steering wheel, enhancing safety and improving loader productivity. An optional 20 x 20 creeper transmission is available for all models, with speeds as low as 0.27km/h (270m/hr) it's ideally suited for specialist activities and precision applications.

The capacity of the dedicated implement pump is an impressive 54 Lpm, to ensure the required hydraulic performance even when carrying out the most demanding applications, including hay and forage applications.

Back that up with a dedicated 26 L/min for mechanical shuttle and 31 L/min for power shuttle option independent steering pump, and the result is steering accuracy that is maintained without compromising loader cycle times, or three point linkage operation.

Designed for the hardest conditions, and featuring excellent visibility, their durable performance and solid construction allows operators to handle bigger tasks for longer periods.

All this in a stylish package that is typical New Holland: reminiscent of the award winning T7 range, it includes the distinctive front hood lights and oval front and rear work lights to guarantee impressive visibility.

These have been combined with the brand's signature sloping nose for unobstructed forward visibility.

Economy tractor it may be, but not in the looks. Nor the power.

31 countries welcome the new TT4

During the four day MEA convention held this February in Antalya, Turkey, representatives from 31 countries took part in the launch of the new TT4. Carlo Lambro, Brand President New Holland Ag., who opened the convention, underlined the importance of the brand-new TT4 tractor series and its key role for the brand businesses in the MEA markets. The range made a surprise appearance on stage, when the TT4.80 and the TT4.90 were unveiled.



New distributors, enhanced training programme

New official distributors in Senegal and Iraq, training in Kenya

New Holland has always been close to its clients in the Middle East and Africa. Now, with the appointment of two new distributors in Kurdistan, Iraq and Senegal, it comes even closer. Agro House Company in Iraq and Carrefour Automobiles in Senegal have been officially appointed this year – even though they are not new to the business or to the world of New Holland. Both were collaborating with the brand through Supply Agreements. The quality of their service levels was such that they have now become full-fledged New Holland Agriculture dealers with the appointments now effective officially.

Federico Bellotto, New Holland Agriculture Business Director for MEA, has underlined the key role of these two new distributors to develop New Holland Ag business further in these two specific areas.

Agro House Company distributes and supports New Holland tractors, combine harvesters and balers in the Kurdistan region of Iraq, a country with unique environmental and social characteristics. With this appointment, New Holland will be able to be closer to this region's customers with additional sales and service points.

"We have chosen Agro House Company as a partner

because of its commitment to supporting customers, and their excellent parts and service support", says Yavuz Gurcuoglu, New Holland Agriculture Network Development Manager for Middle East. In Senegal, the appointment of Carrefour Automobiles has not come as a surprise. It is one of the country's leading distributors of passenger cars and commercial vehicles, selling brands including Fiat, Chrysler and Jeep.

Carrefour Automobiles will also be able to offer financing through its company Locafrique, the first financial institution in Senegal specialising in leasing.

"Carrefour Automobiles has an excellent coverage of the

territory with branches in Camberene, Dakar, Fadiga and Saint Louis", adds Yavuz Gurcuoglu. "This will enable us be closer to our customers across the country and to provide them the sales and service support they need".

In Nairobi, Kenya, New Holland Agriculture has recently completed a training session to help more than 100 salesmen from the entire Middle East and Africa to demonstrate and sell agricultural equipment in the region. The seminar and workshop lasted five days, and included technical knowledge and practical skills for driving tractors. On show were more than ten different models, from the new TT4 to the much larger T8 and T9 tractors.



New Holland working with UN to manage water in Tunisia

The three year project will improve water mobilisation and irrigation in Kebili



A more stable water supply and usage will help economic development in the area

New Holland Agriculture has signed a three year cooperation agreement with the Food and Agriculture Organization of the United Nations (FAO) to improve water mobilization and irrigation in the Governorate of Kebili, an arid zone in Central Tunisia.

The aim is to stabilise the availability and use of water in the area, so as to reduce poverty and bring economic development.

The activities will run for three years, and will include the construction of repairs to traditional water harvesting systems, the creation of family gardens and the increase of pastoral and arboricultural plantations.

The management of water resources will be improved thanks to training and direct collaboration with local farmers' associations.

Three quarters of the surface of Tunisia is particularly arid and the arable surface per inhabitant is amongst the lowest of the Mediterranean region. Furthermore, the Kebili area also suffers from desertification and climate change.

New Holland Agriculture's involvement in the project has also been made possible by the fundamental contribution of CNH Industrial.

That has always been involved in socially and environmentally responsible practices and activities, and New Holland has made sustainability one of its

strategic pillars to drive the business. By providing innovative products and solutions that abide by environmentally-responsible operating practices, CNH Industrial and New Holland are doing their part to address global issues such as climate change and water shortage.



Massimiliano Tripodi (Marketing Director EMEA New Holland Agriculture) and **Marcela Villarreal** (FAO Partnerships Director)

New Holland takes part in the Third European Congress of Young Farmers

Over 200 young farmers travelled from 17 different EU countries to take part in the event

New Holland was a key partner of the Third European Congress of Young Farmers, which took place in April at the premises of the European Parliament in Brussels. More than 200 young farmers travelled from 17 different EU member states to take part in the event, which discussed the topics of innovation and sustainability in mapping the agriculture of the future. The Congress was organised by Nuno Melo (Portugal) and Esther Herranz García (Spain), both Members of the European Parliament, in collaboration with the CAP Agricultores de Portugal, Asaja (Asociación Agraria de Jóvenes Agricultores – Spain) and the European Crop Protection Association. The aim of the Congress, now in its third iteration,

Innovation and sustainability at the core of the discussions in the two day event

is to stimulate dialogue between young farmers, EU institutions, and stakeholders in general. It also provides a showcase for young agricultural entrepreneurs to propose innovative projects focused on farming and sustainable agriculture.

As Lars Skjoldager Sørensen – New Holland Agriculture's Head of Harvesting Product Management

– explained in his speech during the opening event: "Being innovative is a typical attitude for young people, and especially for young farmers. Keeping in mind our 120 years of history, at New Holland we look at the future of agriculture – your future – with young eyes, minds and hearts. And we are ready to listen to your projects and dreams, and to put our knowledge, experience and innovative spirit at your service: just ask." In his speech, Sørensen also reminded the audience that New Holland will celebrate the tenth anniversary of its Clean Energy Leader strategy this year: ten years of New Holland's commitment and success in backing efficient and sustainable farming. The young farmers were guests of honour at the European Parliament. There they presented their innovative projects related to the agricultural food production and biodiversity.

The themes of the congress were innovation and sustainability, and these were also the key elements, which were leading up to the culminating moment of the congress, which was the awards ceremony for the winning farming projects submitted by the young European farmers.

The prize for the Best Project, the Most Innovative and the Most Sustainable projects went to four young farmers from Bulgaria, Greece, Portugal and Spain. All the winners will be invited to visit one of New Holland Agriculture's sites in Europe.



850,000 visitors to New Holland's EXPO2015 Pavilion

The Pavilion was nominated Best in Category for Sustainable Design & Construction

And so, the year of the Expo Milano 2015 has come and gone, and exhibitors have had the time and the opportunity to review their presence at what was considered one of the most successful universal exhibitions ever. For New Holland, it has been an astounding success. 850 thousand visitors came to the Pavilion. And according to extensive CNH Industrial market research, 94 per cent of the visitors had a very positive feedback. The unique, multisensory experience was particularly appreciated, as was the overall message, totally in line with the overarching key mantra of the exhibition: Feeding the Planet, Energy for Life.

In particular, visitors were asked to describe the visit experience of the New Holland Ag Pavilion in three words and the most frequent were "innovative", "beautiful" and "sustainable".

The Pavilion appealed to farmers, dealers, importers and fans of agricultural equipment, but also to the general public and to young people and children.

The New Holland pavilion was nominated Leader in the Category for Sustainable Design & Construction - as part of the initiative entitled "Towards a sustainable Expo".

This was promoted by the Italian Ministry for the Environment and dedicated to both promoting and

The goal to reach out to visitors and create widespread interest in sustainable agriculture was fully accomplished

rewarding the adoption of sustainable solutions by leading players of Expo Milano 2015. It was also declared best Corporate Pavilion at the Class Expo Pavilion Heritage Awards, an event organised by Class Editori in partnership with the International Laureate Universities and the World Association of Agronomists, in order to reward those Expo pavilions that leave the best heritage for new generations on the theme "Feeding the Planet, Energy for Life".

The key objectives for New Holland were met to general satisfaction: get the public interested in the themes of sustainable agriculture; demonstrate the importance of agricultural mechanization in the food production chain; give a voice to farmers and raise their profile, recognising their vital role as producers of food while respecting the environment. 850 thousand people received and appreciated the message.



During the six months of Expo, New Holland had many opportunities to explain its strategy for the agriculture of the future. One of the most important was the general assembly held by the World Farmers Organization (WFO), during which Carlo Lambro, Brand President of New Holland Agriculture gave a speech on issues about sustainable and efficient farming as well as the fundamental role of agricultural mechanization to feed the planet's continuous growing population. Lambro was invited by President Evelyn Ngukela, who represents the WFO, which aims to bring all national farmer producer together with the objective of developing policies which favor and support farmers' causes around the world. He illustrated the brand's strategy for the future of agricultural production and food availability for a world population that will reach nine billion people by 2050.





Partners 13
n. 35 - 06.2016

This magazine is distributed free of charge.

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New Holland Agriculture
a brand of CNH Industrial

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