

Holland picks New Holland: CNH Industrial brand wins 'Best Farmer's Tractor'

The T6 AutoCommand™ tractor from New Holland Agriculture received the prestigious title at the Agrotechniek trade fair in the Netherlands.

Basildon, September 29, 2014

The T6 AutoCommand™ tractor, from CNH Industrial brand New Holland Agriculture, has won the 'Boerentrekker of the Year Award 2014' in the Netherlands. The title recognises the 'Best Farmer's Tractor' for the year in Holland. It was conferred at the Agrotechniek 2014 trade fair by leading Dutch farming magazine *Boerderij*. First published in 1915, this weekly independent farming magazine counts a readership of over one million.

In order to determine the winner, *Boerderij* commissioned a jury of select trade journalists and polled some 1,000 farmers and contractors through its website. In total, 19 brands with tractors launched in 2013 or 2014 were shortlisted. Entries ranged from 70hp to 150hp tractors and were rated according to key criteria such as comfort, power, affordability and manoeuvrability.

New Holland's T6 range is considered to be the tractor of choice for future-focused farmers who have mixed arable and livestock farms, as well as for contractors and specialist agribusinesses.

The jury ruled the T6 Auto Command™ as winner based on a number of factors regarding its design, technology, comfort and quality. The tractor's ergonomics, intuitive operation and high level of comfort are thanks to the multi award-winning SideWinder™ II armrest, that hosts the most frequently used controls, and the Horizon™ Cab, that offers high levels of operator comfort and outstanding visibility in all applications. This model also features the ECOBlue™ SCR technology for Tier 4A compliance to improve productivity and profitability. The optional SuperSteer™ front axle delivers outstanding manoeuvrability, while the optional Terraglide™ front axle (with fully integrated front suspension) makes for smooth driving both in the field and on the road.

PRESS RELEASE

CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) is a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. Each of the individual brands belonging to the Company is a major international force in its specific industrial sector: Case IH, New Holland Agriculture and Steyr for tractors and agricultural machinery; Case and New Holland Construction for earth moving equipment; Iveco for commercial vehicles; Iveco Bus and Heuliez Bus for buses and coaches; Iveco Astra for quarry and construction vehicles; Magirus for firefighting vehicles; Iveco Defence Vehicles for defence and civil protection; and FPT Industrial for engines and transmissions. More information can be found on the corporate website: www.cnhindustrial.com

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