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FTMTA Show to be launch-pad for new retail finance deals in the Republic of Ireland created by innovative business alliance

The fruits of a business alliance struck to benefit New Holland customers in the Republic of Ireland will be unveiled at the FTMTA Show in February.

A fresh range of competitive retail finance plans has been created thanks to a strategic partnership between New Holland's financing arm, CNH Capital, and De Lage Landen (DLL).

The products launched at the event in Punchestown, February 7th-9th, will support the sale of the brand's range of tractors and combine harvesters and confirms New Holland's commitment to the Irish market.

DLL is the ideal partner for CNH Capital as it also has deep roots in agricultural finance. Already well-established in ROI, DLL brings a wealth of experience and an excellent infrastructure of territorial coverage.

David Humphreys, Retail Finance Manager for CNH Capital, said "CNH Capital and DLL have worked together very successfully before in other European markets, so our dealer network and customer base can be assured of a range of competitive financial products professionally delivered to the market."

James Doyle, New Holland Sales Manager, said: "This new partnership and the ability to offer our New Holland dealers and customers a professional service for retail finance can only help to strengthen our position in the market place."

He added: "This year's FTMTA show promises to be a busy one for us. We are all looking forward to it and welcome this new initiative."

New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com

Press Release



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Press contacts:

Sarah Johnson, New Holland Agriculture. Phone: 01268 295268,
email: sarah.johnson@newholland.com

Tracy Mannion or Sam Nickerson at Remarkable Public Relations. Phone: 01962 893 893,
email: tracy.mannion@remarkablegroup.co.uk or sam.nickerson@remarkablegroup.co.uk

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