

New Holland with



6th August

New Holland construction equipment now available through selected agricultural dealers

- *Selected New Holland agricultural dealers to offer comprehensive range of agricultural and construction equipment.*
- *Farmer demand for New Holland construction equipment drives decision to create one-stop shop dealers.*



From 1st August, the New Holland range of construction equipment will be available through a selection of New Holland's extensive network of UK agricultural dealers.

Over 20 agricultural dealers from across the UK and Ireland have signed-up to supply New Holland's construction equipment with more dealers being added to the list in the coming months.

The range of construction equipment now available includes New Holland's range of five Skid Steer Loaders, three Backhoe Loaders, three Wheel Loaders and eight Mini Excavators.

In addition, a series of different attachments and parts, which can be added to this equipment, will be available through the dealers, to fully exploit its versatility.

An analysis of industry trends and customer needs has revealed the widespread use of construction equipment in agriculture, where it is performing very well. The move to supply New Holland's construction equipment through its agricultural dealers enables us to better serve our agricultural customers and will offer our dealers an opportunity to expand their product portfolio.

James Emery, New Holland's Construction Light Equipment & Compact Tractor Manager, says: "The customer will be the biggest beneficiary of this extended product offering, as we will be able to cover better their equipment needs. Whether the application is bulk material handling on large scale farms and contracting businesses, drainage or row maintenance on speciality fruit farms, or the diverse range of daily tasks performed on livestock units, having the right tool is the key to efficiency, productivity and profitability. And the New Holland Construction offering has the right machines. More than 20 of our dealers have already signed-up to supply our construction equipment and we expect more to follow before the end of the year."

PRESS RELEASE

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From 1st August the following agricultural dealers will supply New Holland construction equipment:

- Agricar Ltd
- Atkinson Tractors Ltd
- Brian Keys Tractors Ltd
- Bryson Tractors Ltd
- Burkes of Cornascriebe Ltd
- C & O Tractors Ltd
- Ernest Doe & Sons Ltd
- Francis Bugler Ltd
- Gwili Jones & Sons
- Hawkins Agri Ltd
- J D W Engineering Ltd
- J. G. Plant Ltd
- M & S Machinery Ltd
- Malpas Tractors Ltd
- Menai Tractors Ltd
- Platts Harris Ltd
- Ravenhill Ltd
- RES Tractors Ltd
- T Alun Jones & Son
- Teme Valley Tractors Ltd
- Truro Tractors Ltd



PRESS RELEASE

For more information about New Holland's range of construction equipment visit:
www.newholland.com/uk

ENDS

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

New Holland Agriculture is a brand of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. More information about CNH Industrial can be found online at www.cnhindustrial.com

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