

Hanover, 10 November 2015.

New Holland T7.315 Tractor Wins Machine of the Year 2016 Title in the L category at Agritechnica Show

New Holland reaps a prestigious award at Agritechnica 2015: the brand new T7.315 tractor was crowned with the coveted “Machine of the Year” 2016 in the L category, title bestowed by a jury of 19 journalists representing leading European agricultural publications. The machine was rewarded for its technical innovation and the benefits it brings to customers, with selection criteria focusing on innovative features, performance, productivity, cost of operation, ease of use and operator comfort.



Carlo Lambro, New Holland Agriculture Brand President, stated: “This award represents an important recognition from the industry of New Holland’s approach to product development that focuses innovation on meeting our customers’ needs with technologies that enable them to run their farming businesses efficiently, profitably and sustainably. The T7.315 rewarded is testament to our development teams’ capacity to understand our customers’ demands and provide effective solutions. We are particularly proud of receiving this awards this year, when we are celebrating New Holland’s 120 years of innovation in agriculture.”

“We are very proud of this recognition,” commented Sean Lennon, Head of Tractor and Telehandler Product Management. “We devoted a lot of effort to developing this product: a tractor meeting the specific requests made by our customers. We asked them what they wanted from their ‘ideal tractor’. They told us they would like a top-of-the-range T7 with more power that would also be capable of high load jobs usually done by heavier tractors and of taking multi-tasking to a new level. The T7.315 delivers on every point. 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 on every unit leaving the line.”

The T7.315 is one of two new heavy-duty models that extend the T7 Series to meet the needs of farming operations requiring the power of a large-frame tractor with the versatility and agility of a small frame machine. The T7.315 delivers versatility without equal for performing a wide range of field and haulage jobs, from row crop work, baling hay or mowing to hauling manure and other big chores. It also features the revolutionary IntelliCruise™ tractor-baler automation that enables New Holland’s BigBaler to control the tractor’s speed to maximize productivity and bale consistency, making it the ultimate baling tractor.

PRESS RELEASE

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

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