



3 July 2014

New Holland supports Blue Force 1000

New Holland's latest range of agricultural tractors and machinery both large and small were on display alongside heritage tractors and machines at the popular Blue Force 1000 event held on 28th and 29th June at Newark Showground.

In honour of New Holland's Basildon plant's Golden Jubilee, special editions of the plant's two flagship T6 and T7 models were also showcased at the event as the ultimate way to commemorate the plant's proud history.

New Holland Managing Director Andrew Watson said: 'The Blue force event marked the main representation of our heritage in the UK and we are extremely proud to be supporting both the Blue Force tractor club and the Blue Force 1000 event.

"Visitors enjoyed the dynamic display of vintage and modern tractors which have been milestones in the technological evolution of the brand. It was great to celebrate these historic achievements as well as showcase the constant commitment to innovation which makes the future so exciting for us and our customers."

There were more than 1,000 exhibits for visitors to enjoy and over 950 tractors on display during the two days. Tractors were displayed in several ways, and displays took on a theme, such as agricultural vehicles along with period commercial vehicles, and old and new side by side to show how development and technology has changed over the years.

Visitors also enjoyed a range of other activities including a full range of tractors paraded to give an extensive time line display and commentary from knowledgeable enthusiasts covering the early years with New Holland staff speaking about the newer product lines.

Iveco, who along with New Holland is a CNH Industrial brand, displayed a range of the latest vehicles which stood proud next to their historic counterparts. Stralis Euro VI, Hi Way, Eurocargo, Trakker and Military Trakker 6x6 vehicles were present in a static display around the Big Rig hospitality unit.

A display of New Holland Construction machinery also complemented the numerous machines based on Fordson and Ford skid units that have helped shape the countryside and cities over the decades.



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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