

23 July 2014

### **UK tour dates unveiled for New Holland combines, tractors and balers**

A national showcase tour of combines, tractors and balers will let farmers get to grips with the latest New Holland harvest technology.

The demonstrations at venues in England and Scotland will let customers get a taste of the machines' hi-tech capacity and appreciate the benefits they could bring to their farming operations.

During July, August and September, New Holland specialists will be on hand with local dealers at these special events to provide the latest information and answer questions.

On display during the demo tour will be the new CR10.90, the first combine to enter the class 10 segment in Europe and the most powerful CR ever, that delivers the highest capacity in the industry and truly outstanding performance.

The CR10.90 (Tier B) is equipped with the exceptionally efficient Cursor 16 engine which has been named *Diesel Of The Year*<sup>®</sup> 2014 by Diesel magazine. Developed by sister company FPT Industrial, the new 16-litre, six-cylinder in-line engine received this prestigious accolade in recognition of its technological excellence.

The distinctively styled, CX5000 and CX6000 Elevation combines will also be on show, a range which stands out for its flexibility and versatility. It offers a



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solution for all: from livestock farmers who want quality straw to contractors and cash crop farmers who can easily switch crops without compromising on performance and quality. And it consistently delivers best-in-class performance in all conditions: on flat fields, gentle or steep slopes, and in a wide variety of crops.

Modern agriculture places ever-changing demands upon farmers, managers and contractors, but a key constant is the need to manage equipment in the field as efficiently as possible to optimise utilisation and reduce downtime. Customers visiting the demo locations will be able to see in action New Holland's PLM<sup>®</sup> Connect system. This is a state-of-the-art communication system that can facilitate the control and supervision of equipment from a centralised office, allowing machine operation to be monitored and managed without the need to spend time travelling between separate operations.

Finally, for those customers looking for gentle crop handling from their baler, the new ActiveSweep<sup>™</sup> crop processing solution offers a further choice to enable tailored baling. The demo tour will also feature the capabilities of this purpose developed feature on the Roll Belt 150<sup>™</sup> baler.

New Holland Marketing Manager, Nicolas Ferrara, said: "This is an incredibly exciting time for the brand. For our customers it's the first time they'll be able to see these stunning machines in action. It will showcase their power, efficiency and quality, as well as New Holland's standard comfort and ease of use.

"These new models have answered the latest demands from farmers and businesses, ready in time for the 2014 selling season. This is an excellent opportunity to demonstrate first-hand what these new models can achieve."

If you wish to attend any of the following events, ask your local dealer.

**Note to the press:** if you wish to attend any of the following events, please contact us and we will be happy to arrange your visit.

**Demonstration tour schedule\***

● **Monday July 28<sup>th</sup>**

Venue: Hollingbourne, Maidstone, Kent

Postcode: ME17 1AT

● **Thursday July 31<sup>st</sup>**

Venue: Clare Park Farm, Crondall, Farnham, Surrey

Postcode: GU10 5DT

● **Sunday August 3<sup>rd</sup>**

Venue: Wantage Nr Abingdon, Oxfordshire

Postcode: OX12 8NE

● **Wednesday August 6<sup>th</sup>**

Venue: Elkstone, Cheltenham, Gloucestershire

Postcode: GL53 9PT

● **Saturday August 9<sup>th</sup>**

Venue: Courteenhall Farms, Northampton, Northamptonshire

Postcode: NN7 2QG

- **Tuesday August 12<sup>th</sup>**

Venue: Buckland, Buntingford, Hertfordshire

Postcode: SG9 OPS

- **Friday August 15<sup>th</sup>**

Venue: Pulham St Mary, Diss, Norfolk

Postcode: IP21 4QR

- **Monday August 18<sup>th</sup>**

Venue: Helpston Heath, Peterborough

Postcode: PE6 7EL

- **Thursday August 21<sup>st</sup>**

Venue: Haverholme Park, Sleaford, Lincolnshire

Postcode: NG34 9PF

- **Sunday August 24<sup>th</sup>**

Venue: Brocklesby Farms, Great Limber, Lincolnshire

Postcode: DN37 8LB

- **Wednesday August 27<sup>th</sup>**

Venue: Helmsley, North Yorkshire

Postcode: YO62 5EJ

- **Saturday August 30<sup>th</sup>**

Venue: Duns, Berwickshire

Postcode: TD11 3NF

● **Tuesday September 2<sup>nd</sup> and Wednesday September 3<sup>rd</sup>**

Venue: Strathmore Estate, Forfar

Postcode: DD8 1RJ

**\*Dates, locations and demo programme may be subject to change. For the latest information please visit [newholland.com](http://newholland.com) or contact your local dealer.**

**ENDS**

**Notes to editors:**

*New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or groundcare 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 <http://www.newholland.com>*



<http://it.youtube.com/user/NewHollandAG>



[www.flickr.com/photos/newholland](http://www.flickr.com/photos/newholland)



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<https://plus.google.com/117086178528241801087/posts>

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