

12 March 2014

## **Welcome to the New Holland world at AGROTECH!**

- *Prestigious awards*
- *Minister of Agriculture's visit and press conference*
- *Stand activities and products displayed*

More than 600 exhibitors from all over the world on 60 000 m<sup>2</sup> and more than 60.000 visitors have attended the XX<sup>o</sup> edition of the International Agricultural Exhibition AGROTECH 2014 which took place in Kielce, Poland, on 7-9 March 2014, this is the second biggest Central and East European agricultural fair with a great exposition of products and innovations.



PRESS RELEASE

### **Prestigious awards**

Once again, New Holland has proven its position as a protagonist in the agricultural machinery business by receiving during the fair two prestigious awards, in recognition not only of the quality of its products, but also of its professionalism, reliability and attractive stand area: the Euro Parliament trophy for Innovation of T8.420 Auto Command™ tractor and the Agrotech Fair Gold Medal for the most attractive and innovative stand solutions.

### **Minister of Agriculture's visit and press conference**

Moreover New Holland stand was honored by being chosen as the ideal setting for the press conference of the Minister of Agriculture Mr. Stanisław Kalemba, during which the Minister introduced the most important subjects for current agriculture: the development of agriculture in the Country, the renewable energy sources and subsidies from the UE.

The Press Conference on New Holland stand went live on national TV with a special evidence of New Holland products and stand activities.

### **Stand activities and products displayed**

Other entertainment activities have been organized on the stand that enjoyed visitors more than ever: the New Holland Great Games in order to create a bond with customers and better respond their needs and a dancing show performed by professional dancers that was displayed also live on 20 m<sup>2</sup> screen.

The stand was divided in various main sectors and each one had its own range of products as stars of the fair.

Boomer series was the attraction for groundcare sector. For the municipality sector there were two tractors: TD4020F and a TD4030F in special orange color.

The orchard sector was represented by the T3040, T4.65V and T4.75V highlighted by colorful stickers conveying a special, promotional initiative.

Visitors were able to see for the tractor sector, the New Holland T8.420 Auto Command™ Blue Power tractor- offering efficient versatility, reliable performance, productive comfort and the livestock series: T4, T5 and T6 Auto Command™.

For combines and balers sector the new CX8090 Elevation combine and the Roll Belt150 variable chamber baler were introduced for the first time to the public. Besides the newest products, New Holland presented also numerous technical innovations on CR combine like Dynamic Feed Roll™, Twin Pitch Rotor™ and the IntelliView™ IV colour touchscreen monitor.

Visitors showed significant interest to the New Holland Precision Land Management™ displays, on which they could check on their own offering guidance solutions for nearly every application, maximizing efficiencies and productivity.

Committed to supporting customers day after day and season after season. New Holland can always offer customers the best solutions. That's why during the fair there were 30 specialists from New Holland, 5 key polish dealers: Motoagromax, Agrosklad, Rolmax Wia-Lan and Agrobard and representatives of CNH Industrial Capital and Parts&Service in order to satisfy its best customers' needs.

To see the press conference please go to:

<https://www.minrol.gov.pl/pol/Ministerstwo/Biuro-Prasowe/Informacje-Prasowe/Targi-AGROTECH-2014>

*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](http://www.newholland.com)*



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