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New Holland T7 Heavy Duty Range and On board 360 Apps available now on App store and Android market

Two new interactive Apps to discover the brand's latest products: one dedicated to the new T7 Heavy Duty range and the other, called 'OnBoard 360', offers a virtual experience of the new CX combine and T7.315 in the field, are now available for iOS and Android devices

New Holland has extended its innovative approach using new technologies by introducing these two Apps, in exhibition mode, at Agritechnica 2015, and now they have been implemented and are ready to be downloadable.



PRESS RELEASE

T7 Heavy Duty Range App

Users will discover all the features, benefits and applications of the brand-new T7 Heavy Duty models available for tablets and smartphones.

The first section of the app leads through a walk around of the tractor, outlining the main features.

The second section, called "On Board", takes the user into the cab and highlights all elements of the ergonomic layout, the seat and suspensions, the automations that contribute to the exceptional comfort. The third section, called "At Work", explains all the benefits linked to the tractor's performance, such as the power and fuel efficiency of the engine, the maneuverability and agility made possible by the structural engine and narrow turning angle, and so on.

All the features are brought to life with informative text, beautiful images and reporting videos.

OnBoard 360 App

The second app will transport users virtually on board the new CX8 combine or T7 Heavy Duty tractor in the field. They will be able to walk around, view highlights of the machines' main features; climb on board, drive, even simulate operating the machine in the field and understand how they can make their work easier and more efficient,— a truly immersive 360-degree experience.

They will be available in most of European languages.

Just download them easily on App store or Android market:



Or find them in [New Holland website](#), What's App section



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

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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