



## Construction Underway on New Holland Pavilions

NEW HOLLAND, Pa. – April 11, 2014

The first shovels of dirt were turned today in a groundbreaking ceremony marking the start of construction on the New Holland Pavilions at the Alliant Energy Center in Madison, Wisconsin. The 290,000 square foot expansion will create a state-of-the-art multi-use space, replacing aging barn facilities.

“We are proud to partner with Dane County to build and provide what will be the premium livestock facility in the country, a tremendous upgrade that will benefit world class dairy and other livestock throughout the year,” says Abe Hughes, Vice President New Holland North America. “This opportunity is a perfect fit for New Holland, considering the smart haymaking technologies we have brought to the marketplace that benefit so many animals across North America.”

The Alliant Energy Center grounds are home to the largest dairy show in the world, World Dairy Expo, the Midwest Horse Fair as well as numerous other dairy, beef, horse and other livestock shows. The new pavilions will have capacity to comfortably house more than 2,000 head of cattle and be versatile enough to include show rings for cattle and horse shows. The facilities can also be cleared to create open space to accommodate trade show space, a factor that will also allow New Holland to conduct training activities. The front of the facility will include a reception area that will feature New Holland equipment.

“The new space will enhance our ability to conduct world class activities here at the Alliant Energy Center,” says Mark Clarke, Alliant Energy Center general manager. “We’re excited to have New Holland Agriculture as a significant partner in our success moving forward.”

Construction on the New Holland Pavilions will begin in earnest with scheduled completion in time for World Dairy Expo during the first week in October.

### **About New Holland**

*New Holland Agriculture and New Holland Construction sell and service an innovative line of agricultural and construction equipment, including a full line of tractors, hay and forage equipment, harvesting, crop production, skid steer and compact track loaders, compact wheel loaders and mini excavators. Sales, parts and service are provided by more than 1,000 New Holland dealers throughout North America.*

*New Holland is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at [www.cnhindustrial.com](http://www.cnhindustrial.com)*

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