

New Holland wins four AE50 Awards from ASABE for 2017

St. Joseph, Michigan. (December 13, 2016) – The American Society of Agricultural and Biological Engineers (ASABE) has named IntelliBale™ ISOBUS Class 3 Tractor & Baler automation for New Holland Roll-Belt™ Series, SmartTrax™ with Flex Technology, CX/CR Everest 20 levelling system, and the T7 Heavy Duty Enhanced Engine Brake winners of 2017 AE50 awards. AE50 awards honor the year's most innovative designs in engineering products or systems for the food and agriculture industries.

“We are pleased and honored to receive recognition from ASABE for our innovation within the agriculture industry,” said Bret Lieberman, Vice President for New Holland North America. “Each of our technologies are designed to offer efficiency, increase productivity, and offer farmers advanced machinery to produce quality results.”



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- *The IntelliBale™ system* automates the tractor and baling control functions, reducing operator fatigue and fuel consumption and enables the baler to control the tractor's forward motion, bale wrapping, bale ejection, and tailgate closing. The ISOBUS 3 technology has proven productivity increases for many Roll-Belt owners in the last year.
- *SmartTrax™ with Flex Technology for New Holland CR or CX Flagship Combines* offers an alternative to traction tires to reduce ground compaction and improve operator comfort. Operators choosing SmartTrax™ with Flex Technology can ride comfortably and safely at road speeds up to 19 mph and benefit from a 60-percent reduction in ground compaction compared to combines with tires. Double-hinged rollers in the tracks maximize the contact surface between track and ground and reduce stress on the track belt and roller, resulting in longer belt life.
- *New Holland CX/CR Combines with the Everest Leveling System* give operators a new way to experience flagship combine technology in extremely hilly conditions. The I2J Everest Leveling System is a stand-alone kit that converts the harvester from a standard combine into an expert hill-climbing machine, while providing the advantages of operator comfort and harvesting capacity.
- *The T7 Heavy Duty Enhanced Engine Brake feature* is designed to increase the durability of the tractor and trailed equipment's brakes when decelerating or holding a speed while descending a gradient. For the enhanced engine brake, New Holland has taken engine components, the turbocharger and cooling fan, and developed a control logic that integrates them when the engine brake is activated to increase the amount of kinetic energy that the engine can dissipate, decelerating the tractor safely and efficiently.



Companies from around the world submit entries to ASABE's annual AE50 competition and up to 50 of the best products are chosen by a panel of international engineering experts. The judges select innovative products that will best advance engineering for the food and agriculture industries.

Each of the four New Holland winners will be featured in the January/February 2017 special issue of ASABE's magazine *Resource: Engineering & Technology for a Sustainable World*, a magazine geared to agricultural, biological and food system engineers worldwide, produced by ASABE. Read more at www.asabe.org/Resource.

ASABE is an international scientific and educational organization dedicated to the advancement of engineering applicable to agricultural, food, and biological systems. Further information on the Society can be obtained by visiting www.asabe.org/.

For more details visit www.asabe.org/AE50.

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, tractor loader backhoes and mini excavators. Sales, parts and service are provided by more than 1,000 New Holland dealers throughout North America. More information on New Holland can be found at www.newholland.com/na.

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.newholland.com/na>

<http://www.youtube.com/NewHollandNA>

<https://www.facebook.com/newhollandna>

<https://twitter.com/NHAgiculture>

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