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New Holland Launches New Website: Efficiency Becomes an Experience

- *Meets customer requests for easy and fast access to product information*
- *Easy and fast navigation with effective on-click strategy that gives visibility to promotions and company, dealer or customer care contacts.*
- *Different paths to product information – by family or by segment*
- *Cross-device design offers the same excellent browsing experience on every screen – smartphone, tablet and PC*



PRESS RELEASE

New Holland launches today its new website, which has been entirely redesigned to offer intuitive and fast navigation allowing visitors to access detailed information on the brand, its products and its services quickly and efficiently. The new website is going live today in France, the UK and Italy, and will be rolled out in the other countries by the end of 2015.

“Much has changed since we launched our previous website, in 2008,” explains Carlo Lambro, New Holland Agriculture Brand President. “Web design has evolved, our customers use Internet differently than they used to. They rely much more on internet to look for information and they are far more likely to do it using their mobile devices, so it was important that our design takes that in consideration.”

Meets customer requests for easy and fast access to product information

The new website’s concept is based on consultations New Holland carried out with customers and dealers, so that it addresses their expectations of an equipment brand’s site, making a strong brand statement while prioritising functionality and content.

The key requests that emerged during the consultations concerned the speed and ease of accessing full product information, and that it be presented in a user-friendly format. These requirements were met through several design elements.

New design provides access to full product information in one page

The product pages in the website have been designed to provide the customer with full information in one page and enabling them to access easily the wealth of information, video and photographic material available for each machine. The new design also makes the most of the functionalities that are possible with HTML5. For example, the menus follow the visitors as they navigate within the site, making it easy to reach the topic of interest directly and without wasting time scrolling up or down.



Easy and fast navigation with effective on-click strategy that gives visibility to promotions and company, dealer or customer care contacts

The new design adopts an effective on-click strategy that makes navigation extremely efficient, as everything is always visible wherever the user is in the website, so that it is possible to move from one section to another without having to click back to a previous page.

Clear and direct calls to action are visible at all times, making it very easy for the visitor to contact the New Holland team in their market, their dealer or customer care. The calls to action include promotions that are active in their market, ensuring customers don't miss any opportunities.

Different paths to product information – by family or by segment

The website offers different paths to the desired product information: an easy-to-use product selector filters the products in the range by family, series and product; alternatively, the user can look for the products that are best suited for each customer segment, for example arable or livestock.

Cross-device design offers the same excellent browsing experience on every screen – smartphone, tablet and PC

Customers today move constantly from one device to another; the new website design works across screens, offering the same excellent browsing experience on smartphones, tablets and PCs.

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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