

**New Holland Agriculture, a brand of CNH Industrial, sets new GUINNESS WORLD RECORDS™ title for most wheat harvested within eight hours by a combine**

*The CR10.90 combine harvester from New Holland Agriculture, a world class manufacturer of agricultural machinery, has achieved the GUINNESS WORLD RECORDS title for most wheat harvested within eight hours. The machine, the world's most powerful at 653 horsepower, harvested 797.656 tonnes of wheat in just eight hours.*

Basildon, October 15, 2014

A wheat field in Lincolnshire, United Kingdom set the scene for New Holland Agriculture, a brand of CNH Industrial, to set a new GUINNESS WORLD RECORDS title. This latest record was achieved using a CR10.90 combine harvester, a machine used for harvesting crops, which is built to literally 'combine' the reaping and threshing processes.

In the span of eight hours, the CR10.90 harvested 797.656 tonnes of wheat: the equivalent of some 28 articulated truck trailer loads.

Launched in July 2014, the world's most powerful combine (with maximum power of 653 horsepower) is built at the New Holland Agriculture Centre of Harvesting Excellence in Zedelgem, Belgium. It is the world's first Class 10 rotary combine and is equipped with Twin Rotor® technology, which was developed by New Holland 40 years ago.

On the day the record was set, the CR10.90's average output was 99.7 tonnes per hour and peaked at 135 tonnes per hour in a crop yielding an average of 9.95 tonnes per hectare. The record was achieved using only 1.12 litres of fuel per tonne of grain harvested. The extra-long 10 metre unloading auger (used for transferring grain from the combine into a trailer) and super-fast unloading speed of 142 litres per second made grain handling even easier. The model used to set the record was also equipped with IntelliSteer™ fully integrated auto guidance which ensures an accuracy of 1-2 centimetres. This optimises the effectiveness of the 13.7 metre 840CD draper-header, the essential part which cuts the grain and transports it into the combine for threshing.

"The Guinness World Records title has further reinforced the CR10.90 combine as New Holland's flagship harvesting product, and cemented its position as the leading combine harvester", said Carlo Lambro, Brand President of New Holland Agriculture, upon hearing the news.

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