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## **New Holland makes it easy as guidance systems expand nationwide**

More and more farmers are able to cut costs and drive up the efficiency of their operations thanks to New Holland's state-of-the-art guidance systems spreading around the country.

As new dealerships adopt the technology, fresh customers are able to take advantage of the GPS power that pinpoints moving machinery, such as harvesters and tractors, with accuracy down to 2.5cm.

Accuracy means efficiency; whether that's saving time and fuel costs by following an optimal route harvesting a field for high returns, for example, or covering the maximum area when seeding, spraying or cultivating.

In England there are now 14 New Holland dealerships with Real Time Kinematic (RTK) radio base stations, each giving reliable coverage over about 700 square miles.

Five of these also benefit from additional Ntrip technology which expands coverage to 2,100 square miles by broadcasting via mobile phone, with accuracy of between 2.5cm and 3.5cm.

The RTK system works through the radio station providing a fixed point for the GPS to track the working vehicle, providing any corrections if needed. A network of repeaters ensures good coverage.

A new radio base station unlocks New Holland Precision Land Management's (PLM) range of products to simplify fleet management and mapping, such as the EZ Pilot™ system.

EZ Pilot™ uses an electric motor drive with GPS guidance to steer the wheel for the tractor's operator. It means the operator can focus on other tasks such as sprayer or planter performance, improving job quality and crop yields while reducing fatigue.

A team of vehicles can be marshalled with improved communications delivered by PLM and their progress and location displayed on a single computer screen.

Press Release



Recent RTK installations include Burdens Group Ltd in Lincolnshire; Wiltshire-based T.H. White Ltd; RES Tractors Ltd in Leicestershire; Haynes Agricultural Ltd in south-east England; G & J Pecks Ltd in Cambridgeshire; and Agricar Ltd in Scotland. Several more are planned.

New Holland Precision Farming Specialist John Downes said: “We know that GPS guidance will only become more important as time goes on, and New Holland customers are welcoming RTK coverage increasing around the country at affordable prices.

“We already have large areas covered by our networks and the advantages are clear: greater efficiency makes for better business by cutting wasted costs, time and energy. It’s a smart investment.

“Our dealerships understand how useful this system is proving to customers and many are planning to extend their coverage. So if you have any questions about coverage, technical issues or prices, visit a branch and find out more.”

*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](http://www.newholland.com)*



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