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New Holland opens a new customer centre at the home of speciality and mid-range tractors in Jesi, Italy

- *New customer centre unveiled to the Italian press*
- *Jesi: advanced speciality tractor production*
- *Commitment to manufacturing quality*

New Holland Agriculture has unveiled its new customer centre at the Jesi plant in Italy. Jesi is the global centre for speciality tractor production, and the T4F/N/V series, TK crawler tractor and the T4, TD5 and T5 ranges are all produced at the plant. "We are looking forward to welcoming many New Holland customers from across the world to the home of speciality and mid-range tractor production here at Jesi." Stated Carlo Lambro, Brand President of New Holland Agriculture. "This further cements our commitment to speciality farming, which is of growing global importance. Moreover, it celebrates the outstanding work going on inside the Jesi plant."

New customer centre unveiled to the Italian press

A group of Italian journalists were the first to experience the customer centre's modern facilities on the 18th December 2013, on the occasion of the Italian market's end of year meeting, which was combined with a plant tour.

This striking facility has been designed to represent New Holland's commitment to innovation and extends to 800 square metres. Adorned with striking New Holland prints, it features a 50 seat conference room, mezzanine lounge, meeting room and a merchandizing shop. An indoor display area showcases Jesi's current production: T4, T4F, TD5, T5 models are all present.

The customer centre will be fully open to the public in 2014 and a full programme of customer visits is scheduled. Together with the centres at Basildon and Zedelgem, the Jesi Customer Center is further testament to the brand's commitment to being close to its customers. The new Customer Centre will truly provide a bespoke facility to experience New Holland first hand.

Jesi: advanced speciality tractor production

Jesi was initially a tractor components production facility when it opened in 1977 and eleven years later, in 1986, the first tractors rolled off the production line. Today the plant extends to 64,000 square metres and has delivered over 650,000 tractors to date. Over 10,000 different configurations are possible, which is testament to the plant's outstanding flexibility. The Jesi facility is an important local employer, employing more than 880 people.



PRESS RELEASE

New Holland is a global leader in producing speciality T4 orchard, narrow and vineyard tractors alongside the TK4000 crawler tractor, which features a unique in the industry system of interchangeable rubber and steel tracks. TD5 offers outstanding comfort thanks to the VisionView™ cab and hydraulic power shuttle. The T5 Electro Command™, which brings semi-powershift transmission technology the 95-115hp line-up, together with the standard T5 and T4 models are testament to New Holland's commitment to efficient, sustainable agriculture.

The plant achieved Bronze World Class Manufacturing status and utilises the most advanced technology to improve manufacturing. Ergonomic skids, which transport the tractor along the assembly lines, can move up and down so that they are at the optimal height for ergonomic working. The cab line rotates the cabs so they are at the ideal angle for operators to facilitate the highest quality finishing.

The state-of-the-art paint shop uses robotic painting technology and has over 200 different programmes to ensure a constantly high quality finish for all products.

Commitment to manufacturing quality

The Jesi plant follows the most exacting quality standards to ensure unsurpassed farming reliability. Every driveline and cab undergoes a rigorous testing programme, which simulates authentic shock loading and vibrations. In addition, the hydraulics, engine, transmission, steering, brakes, differential lock and linkages of every tractor are fully tested. Furthermore, every day two complete tractors are tested from the customers' point of view, with feedback directly used to improve future production.

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



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