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## **New Holland set to unveil new generation LM telehandler for the first time in the UK at LAMMA**

The first public showing in the UK of New Holland's LM telehandler is set to draw interest at the prestigious upcoming LAMMA show at the East of England showground on 22<sup>nd</sup> and 23<sup>rd</sup> January.

New Holland has completely redesigned the heavy duty six to nine metre LM range of telehandlers, which now delivers substantially improved performance together with premium operator comfort. The five model range features the LM 6.32, LM 6.35 Elite, LM 7.35, LM 7.42 Elite and LM 9.35 models, can lift up to 4,200kg and has a maximum lift height of 9.1 metres.

The range benefits from in-house design and construction, and is set to offer the world's medium and large scale livestock farmers, large arable operations and contractors, high performance material handling capabilities.

New Holland will also be showcasing variety of models ranging from the CX Elevation combine to the innovative Auto Command™ tractor range.

This year LAMMA will be particularly meaningful for New Holland. The show will mark the beginning of the official celebrations for the 50<sup>th</sup> anniversary of the opening of the Basildon Tractor Plant and there will be many surprises for visitors who come along to the stand.

The Basildon Tractor Plant in Essex has a long tradition of innovation and product development, and continues to take pride in building the next generation of tractors that will shape agriculture.

It has produced some of the most popular tractor models ever made: the Ford 4000, 5000 and 7000, the iconic Ford 7810 and is now home to the award winning T6 and T7 tractor series. These state-of-the-art machines have become the heart of production at the plant – a testament to the popularity of the T6 and T7 series among farmers today.

More than 1.8 million tractors have been produced since 1964 and today 14,500 different tractor specifications can be built in Basildon. The plant proudly exports 85 per cent of its award-winning tractors to over 120 countries worldwide.



PRESS RELEASE

*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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