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The T8 Auto Command™ tractor wins the "Maschine des Jahres 2014 - Machine of the Year 2014" award, a great achievement for New Holland Agriculture at Agritechnica Show

The New Holland's new T8 Auto Command™ tractor was recognized with the "Maschine des Jahres 2014 - Machine of the Year 2014" award by a committee of journalists from Europe's pre-eminent machinery publications. The award aims to pick out the models for market distribution, in which a wealth of technological innovations will signify immediate practical benefits for farmers

It has been announced at Agritechnica that is the most important European show for agricultural machinery and equipment, in Hannover, Germany.

"This new tractor with its stepless Auto Command™ transmission, a longer wheelbase and even more power on tap, is set to improve its already impressive all-round performance and it complements the existing PowerShift™ model range." as explained by Luca Mainardi, Head of Tractor and Telehandler Product Management.

The judges, a panel of leading farm machinery journalists from across Europe, assessed the T8.420 Auto Command™ as being able to offer ultimate in-field performance in high speed cultivation tasks, ideal for large scale cash crop farmers, hay and forage contractors together with large dairies and transport intensive operations.

"This award testifies the hard work and dedication of all those involved in the development of the T8 Auto Command™." stated Carlo Lambro, Brand President New Holland Agriculture. "This important industry award is a great recognition of the innovative approach we take to product development and the benefits this has for our customers and moreover of our commitment to developing state of the art technology, which improves the efficiency, productivity and sustainability of the world's farmers."

The six model T8 Series line-up, with outputs ranging from 273 hp to 419 hp, is powered by efficient ECOBlue™ SCR Cursor 9 engines, developed in collaboration with FPT Industrial, and delivering Tier 4A emissions compliance. New Holland has tailored its Auto Command™ transmission for the T8 range to perfectly match its dimensions and usage profile. The Auto Command™ transmission uses intuitive force-based logic and is controlled via the ergonomic CommandGrip™ handle, identical to that found on T7 Auto Command™ models. "2013 will be a memorable year for New Holland: this great award, the Agritechnica Silver medals for combine harvester innovations: the unique-in-the-industry Opti-Speed™ straw-walker and the Cornrower header for Combines; the Sitevi recognition for Opti-Grape™ technology on Grape harvester, and finally the Agribex awards: the gold one for

Dual Stream Header and the silver one, again for Opti-Speed™; all of this states New Holland intense commitment in innovation and improving farming technology." concluded Carlo Lambro.



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



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