

New Holland with



1st May 2015

New Holland provides full machinery line-up at Grassland UK

- *Strong line-up of New Holland forage harvesters and balers put through their paces*
- *Latest New Holland tractor models on show and at work*

New Holland's comprehensive line-up of tractors, forage harvesters, balers and bale handling equipment will all be on show at Grassland UK which takes place at the Bath and West Showground on 7 May.



The FR600 forage harvester will be at work, demonstrating its high throughput capacity, consistent chop length – thanks to patented Hydroloc™ technology – and a first-class operating environment for the operator.

The baling range of equipment is extensive, with models to suit every farm size and requirement. This includes the Roll-Belt 150, which is one of the latest models from New Holland, and has led this segment of the market for over 25 years. Density sensors ensure uniform density, while the redesigned pick-up ensures up to 20% increased capacity.

The New Holland Big Baler 890 represents the ultimate in baling capacity, capable of up to 110 bales/hour. Best in class SmartFill™ bale direction indicators guide the operator over the swath for even bale formation.

The BR6090 Roll-Bar™ baler has rotation bars which become embedded in the bale to ensure positive rotation. This allows any crop – whatever its condition and whatever bale density is required – to be rolled.

Alongside the balers will be handling equipment at work. The New Holland W70 compact wheel loader will be put through its paces on the demonstration clamp. The machine offers stability along with easy manoeuvrability thanks to all instruments and controls being located to the operator's right side. While narrow cab pillars provide virtually 360° visibility for increased performance and safety.

Also at work will be the LM7.42 telehandler, an ideal versatile machine for the livestock farmer capable of making light work of shifting bales, clearing muck or stacking feed pallets with a maximum reach of 7 metres. While the recently launched skid steer loader, a powerfully compact tool for getting into livestock buildings and operating in tight spaces, will also be on display.

PRESS RELEASE

New Holland with



Supporting these grassland and livestock products will be a line-up of New Holland tractors, all offering fuel efficiency and outstanding operator comfort.

“Key to all our offerings at Grassland UK will be efficiency,” said Ed Hogan, New Holland’s Product Specialist for Forage Harvesters and Balers. “The machines we will have at work and on display all offer farmers the opportunity to make savings through fuel economy and increase output by making operations simple for operators in busy periods such as grass harvest.

“We will also have our latest steering guidance technology on display, which again can lead to significant increases in work output for operations such as cutting grass.

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

New Holland Agriculture is a brand of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. More information about CNH Industrial can be found online at www.cnhindustrial.com



PRESS RELEASE

-  <http://it.youtube.com/user/NewHollandAG>
-  www.flickr.com/photos/newholland
-  <http://www.facebook.com/NewHollandAgriculture>
-  <http://twitter.com/NewHollandAG>
-  <https://plus.google.com/117086178528241801087/posts>

Press contacts:

Sara Sebastianelli, New Holland Agriculture. Phone: 01268 295 268
email: sara.sebastianelli@newholland.com

Rebecca Dawson, Ware Anthony Rust. Phone: 01223 272800
Email: rebecca.dawson@war.uk.com

Geoff Dodgson, Ware Anthony Rust. Phone: 01223 272800
Email: geoff.dodgson@war.uk.com