

New Holland with



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www.newhollandstyle.com: the new e-commerce site for fans of the New Holland brand

- *New graphics and new functions for a simpler and more intuitive shopping experience*
- *Simplified and faster navigation with instant access to collections and promotions*

The updated New Holland Style website is now online for the purchase of exclusive New Holland Agriculture brand merchandising products: scale models and toys, work clothing and leisure wear, plus a range of innovative, trendy and functional accessories.

The site features improved: graphics, functionality and navigation, making e-commerce easier and more user friendly and immersing users in the New Holland Agriculture world.

New graphics and new functions

The New Holland Style website has been redesigned and reorganised based on the need to offer visitors a unique, straightforward and repeatable shopping experience. That's why the layout has been revised to highlight – directly on the homepage – the quick access section containing articles for sale and the latest releases, divided according to product category. All contents are more visible and more accessible (just a few clicks), aided by high-appeal graphics that provide a clear and natural navigation guide.

Simplified high-speed navigation

The layout of the homepage is designed so that the departure point is always visible. The various easy-to-consult sections are divided into: COLLECTIONS, containing the different product categories, SCALE MODELS with more than 50 models available for purchase, NEW PRODUCTS to view all new arrivals in the various categories with a single click, and PROMOTIONS to ensure visitors never miss out on the latest discounts. Each product can be viewed from different angles, with a zoom function for a close-up view of the details. The photos can be downloaded in HD format and added to the WISH-LIST; they can also be shared by email or posted on social media sites.

There's also a search box displayed on each page, with the option of setting various filters (price, size, category) to find the required product in just a few clicks. Purchases are made using the shopping BASKET, which is always displayed at the top right of the screen, together with the new "WISH-LIST" in which users can save their product preferences.

Finally, registered users can also access new sections including products browsing history and user profile with order history and active order status.



PRESS RELEASE

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The site is highly responsive, multi-platform so it can be viewed perfectly on different devices, including tablets and smartphones.

The updated New Holland Style site will be launched on all European markets from the beginning of may.

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>

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