

New Holland with

21st September

New Holland to demonstrate latest PLM technologies at CropTec 2015

- *New Holland's PLM products to be showcased at CropTec 2015 on 24-25 November at the East of England Showground*
- *Demonstrations of a number of PLM products will take place on the company's stand*

New Holland will be bringing its Precision Land Management (PLM) technologies to CropTec 2015 on 24-25 November and visitors will have the chance to view demonstrations of several of its auto guidance products.

John Downes, New Holland's PLM product specialist, says: "Precision farming technologies are revolutionising agriculture. They are becoming an essential tool for many farmers as they strive to reduce input cost, improve yields, and increase efficiencies. New Holland's PLM products offer cutting-edge solutions to meet a wide range of crop management needs and budgets. CropTec provides us with the perfect opportunity to showcase our innovative PLM technologies."

New Holland's extensive PLM offering includes displays, guidance and telematics systems, mapping software, crop input control systems and data management software.

Demonstrations of New Holland's EZ-Pilot™ assisted steering system; PLM™ Mapping software; a range of displays; and the new PLM™ RTK Connect correction service for accurate navigation will take place on the company's stand throughout the event.

For more information about New Holland's PLM technology visit:

http://agriculture.newholland.com/us/en/PLM/Pages/PLM_Overview.aspx

ENDS

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

New Holland with



<http://it.youtube.com/user/NewHollandAG>



www.flickr.com/photos/newholland



<http://www.facebook.com/NHAgriUKandROI>



<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

PRESS RELEASE