

Kyiv, 2<sup>nd</sup> of May, 2014

## **New Holland has organized a Demo Tour across Ukraine**

*New Holland Ukraine and Moldova has organized a Demo Tour across Ukraine with 15 stops from the 1<sup>st</sup> of April until 30<sup>th</sup> of April, promoted by a national campaign with the slogan "New Holland is always close".*

The tour started in western Ukraine, in Volynska region on the 1<sup>st</sup> of April 2014 and stopped in 15 different places: Lvivska, Ternopilska, Khmelnytska, Vinnytska, Cherkaska, Poltavska, Odeska, Sumska, Zaporizka, Dnipropetrovska, Donetska, Luganska, Kharkivska regions finishing in Kyivska region on 30<sup>th</sup> of April 2014.

The aim of this tour was to provide customers with working demonstrations of New Holland machines including the TD5 tractor, which has been carefully created to satisfy the demands of traditional dairy and livestock farmers, offering a robust performance in a comfortable and rich package. The T8 tractor is the ultimate working tool for large scale cash crop farmers, hay and forage contractors, large dairy farmers and transport intensive operations; the well-known and successful T7000 tractor. In addition the latest generation of the CX8080 Elevation super conventional combine that delivers unsurpassed straw quality and the cleanest grain sample for the world's professional large-scale farmers and contractors will be demonstrated alongside the TC5000 combine, well-suited to livestock farming operations, where high quality straw is as important as the grain.

The New Holland team was formed of around 10 people who, for long hours, demonstrated the products in the field and held theoretical lessons in the demo truck that was set up to welcome customers in selected groups while others were in the field for the test-drive.

All of this has been possible also thanks to the active contribution of New Holland dealers - «Agro-Tera», «Agropromtekhnik», «Agroresurs», «EAC», «Poletekhnika», «As-Terra» and «Donsnab» that provided a great professional support in the organization of such a big event.

Every stop the tour made was unique and the atmosphere was very positive, for example in Zaporizka region all the customers were delighted with the intriguing lottery provided by the local dealer «Poletekhnika». Customers put their numbers in a raffle and waited for the prize draw at the end of the event. Nobody knew what the prizes were, and as it appeared later, they were beautiful scale models. Also the local dealer «As-Terra» in Dnipropetrovska region created an extremely warm and friendly atmosphere among the visitors of the event. They organized a nice, traditional Ukrainian picnic.







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There were a lot of delicious and unforgettable dishes cooked outdoors and served by ladies dressed up in Ukrainian old-fashioned style. Everybody felt at home.

Moreover, the last days of the tour saw the presence of Lars Skjoldager Sorensen , EMEA Marketing Director of New Holland Agriculture who participated in Kyivska stop over, contributing in concluding the tour.

“We are very happy of the result we achieved. This demo tour has really helped us to strengthen the bond with our customers and it was a valuable opportunity for New Holland to better understand the customers’ needs, and better set up future actions to meet the needs of Ukrainian farmers. The fact that more than 700 people actively participated, can be considered a great success, accomplishing what we promised with the claim of the event «New Holland is always close» stated Antoine Rebillard, Business Director of New Holland Agriculture in Ukraine and Moldova.

*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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