

15 May 2014

## **New Holland Agriculture Celebrates 50 Years of Manufacturing Excellence at Basildon Tractor Plant with European Press**

- *A success built on a legacy of innovation; a powerful performance in the fields and in the markets*
- *World Class Manufacturing attacks all forms of waste to achieve manufacturing excellence*
- *New Holland in the community: Donation charity to Pioneer School for new 'Exploratorium' garden*
- *A programme of celebratory events*



PRESS RELEASE

New Holland Agriculture held a press conference on 15<sup>th</sup> May 2014 at its Basildon plant in celebration of the facility's 50 years of continuous tractor operations. Basildon is the only remaining tractor plant in the UK and has been firmly rooted at the heart of British tractor manufacturing and agriculture since its assembly line started production on 15<sup>th</sup> May 1964.

Carlo Lambro, President New Holland Agriculture, spoke about the brand's legacy of innovation and its current successes in the market, while Colin Larkin, Basildon Plant Manager, presented the history of commitment and continuous improvement that has made the plant such a success for British manufacturing. They were followed by guest speaker Mr. Christopher Hale of the UK Trade & Investment Department who spoke about the importance of manufacturing and agriculture to the British economy.

Special guests at the event included Mr. Alex Golledge of the Bank of England. In addition to the European agricultural press, representatives from the mainstream media also attended the press conference.

### **A success built on a legacy of innovation; a powerful performance in the fields and in the markets**

Mr. Lambro highlighted New Holland's long history of innovation and its strong relationship with farmers around the world, which has led the brand to its strong position in the markets.

He stressed the importance of the backing of CNH Industrial – a major industrial enterprise that is building its future success on innovation, with more than US\$ 1,200 million a year invested in Research & Development, 6,300 employees dedicated to innovation and 7,700 patents registered.

These investments are possible thanks to the Group's consistently strong performance, confirmed by the First Quarter 2014 revenues of US\$ 7.5 billion announced on 8<sup>th</sup> May.

Mr. Lambro continued with an overview of New Holland's worldwide performance, which in 2013 was generally positive.

In every product segment the introduction of new models, such as the T8 Auto Command™ tractors, the CX7000 and CX8000 Elevation combines, the Roll-Belt™ balers and FR forage harvesters played a key role in New Holland's positive performance in the EMEA region.

In the UK, New Holland's tractor sales increased, with the Basildon-built T6 and T7 performing particularly well. Combines also had excellent results, with an especially big increase in sales of flagship models.

### **World Class Manufacturing attacks all forms of waste to achieve manufacturing excellence**

Mr. Larkin explained the key role that the Basildon plant's participation in the World Class Manufacturing (WCM) programme has played in the facility's success. Based on the best Japanese production techniques, WCM is a production system designed to attack all forms of waste and losses. It is a step-by-step process for continuous improvement that never stops: not a project, but a way of working. It is based on people, on their competence, on knowledge creation, and on the constant, widespread contribution of everyone. It is successful because it is about keeping it simple and creating a transparent system.

WCM practices enable the plant to manage extreme complexity successfully: the facility manufactures 14 tractor ranges, 133 models, 12,000 configurations using 9,680 part numbers. In a year, no two tractors that roll off the line are exactly the same.

Mr. Larkin also highlighted the benchmarking element of the WCM programme, through sharing of best practices among participating factories and fact-finding visits.

Having entered the WCM programme in 2008, the Basildon plant has steadily improved its performance at every audit, achieving Bronze in 2012. The plant has its eyes set on achieving Silver within 2015.

### **New Holland in the community: Donation to Pioneer School charity for new 'Exploratorium' garden**

New Holland's plant has been an integral part of the Basildon community and in its 50 years of operation has regularly contributed to local charities and participated in local events and educational initiatives. At the end of the press conference, Mr. Andrew Watson, Business Director UK & Rol, expressed New Holland's desire to mark the 50-year milestone with a donation to the community that has been the brand's home for so many years.

Mr. Steve Horsted of Pioneer School was invited on stage to receive a commemorative plaque as a symbol of the donation made to the Head Teacher of the school for the creation of a garden for the children, aged 3-19, with severe and complex learning difficulties who attend. This will be an activity area where they will be able to discover nature and enjoy it in a safe environment, called "Exploratorium – Giving children the experience of Nature".

<http://www.pioneerspecialschool.org/page/about-us>



PRESS RELEASE

## A programme of celebratory events

The press conference was part of a full programme of celebratory events that started in Basildon on the 13<sup>th</sup> of March when the plant welcomed more than 70 former employees who were working at the factory when it opened in 1964 and contributed to its success. Further events will include a two-day celebration on 12<sup>th</sup> and 13<sup>th</sup> of July for all current and former employees, their families, their guests, and the whole Basildon community.



PRESS RELEASE

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