

13/11/2014

## **New Holland Agriculture smashes the current GUINNESS WORLD RECORDS™ title for most wheat harvested within eight hours with the CR10.90 combine**

- *Record breaking performance: 797.656 tonnes in 8 hours*
- *The record-breaking CR10.90. Packed with advanced harvesting technology*

New Holland Agriculture has reclaimed the GUINNESS WORLD RECORDS™ title, harvesting an impressive 797.656 tonnes of wheat in eight hours with the world's most powerful combine: the 653hp CR10.90.



“We are extremely proud to have recaptured the Guinness World Records™ title for harvesting almost 800 tonnes of wheat in eight hours, shattering the previous record by more than 120 tonnes.” Stated Hedley Cooper, Head of Harvesting Product Management. “This record demonstrates the unsurpassed capacity and productivity of the CR10.90, especially as the current record of 675.84 tonnes was broken after just six hours and 36 minutes!”

### **Record breaking performance**

The record was set on 15<sup>th</sup> August 2014 at HR Bourn and Sons Farm in Grange de Lings, near Wragby, Lincolnshire, United Kingdom. The field was sown with Santiago wheat in the autumn of 2013 before it was chosen in May 2014 for the record breaking attempt, which meant that it represented real world growing conditions.

The record breaking day's harvesting, which started at 11:17am, was characterised by changing weather conditions, with the ambient temperature ranging from 18-21°C and light showers occurring from 17:30 onwards. The CR10.90's average throughput was 99.7 tonnes/hour and peaked at 135 tonnes/hour in a crop yielding an average of 9.95 tonnes/ha and an average moisture content of 16.2%. The record was achieved using a mere 1.12 litres of fuel per tonne of grain harvested, with the straw chopper engaged throughout the day.

The entire day's activities were overseen and verified by Mr Pravin Patel, the official GUINNESS WORLD RECORDS™ Record Adjudicator, who was assisted by Alan Robson, Chaplain for Agriculture of Lincolnshire as the second independent witness.

PRESS RELEASE



**The record-breaking CR10.90. Packed with advanced harvesting technology**

The record-breaking CR10.90 is equipped with New Holland’s unique Twin Rotor® technology featuring Twin Pitch High Performance rotors combined with the Dynamic Feed Roll™ system (DFR), which proved indispensable in breaking the record especially as the weather conditions deteriorated in the late afternoon.

Powered by the award-winning Cursor 16 engine, which develops some 653hp, the CR10.90 is also compliant with the Tier 4B emissions regulations, using advanced ECOBlue™ HI-eSCR technology to meet them. Traction, in the changeable conditions, was guaranteed thanks to the unique SmartTrax™ rubber track system with Terraglide™ suspension.

The extra-long 10 metre unloading auger and super-fast 142 litres/second unloading speed made quick work of the constantly filling grain tank. The CR10.90 was also equipped with IntelliSteer™ fully integrated auto guidance, which ensures accuracy of 1-2 cm optimising the effectiveness of the 13.7 metre 840CD draper-header during every pass, the whole day long.

“The Guinness World Records title has further reinforced the CR10.90 combine as New Holland’s flagship harvesting product, and cemented its position as the world’s leading combine harvester” stated Carlo Lambro, Brand President of New Holland Agriculture. “The record-breaking combine, built in our Centre of Harvesting Excellence in Zedelgem, Belgium, is the world’s first Class 10 rotary combine and exemplifies the excellence of Twin Rotor® technology, developed by New Holland 40 years ago. We are offering our customers the best possible solutions and continually improving our Brand’s performance and results in the combine business.”

**Key record statistics**

<b>Total time harvested</b>	8 hours
<b>Amount of wheat harvested</b>	797.656 tonnes
<b>Average tonnes per hour</b>	99.7 tonnes/hour
<b>Peak capacity</b>	135 tonnes/hour
<b>Area harvested</b>	80.2 hectares
<b>Fuel used / tonne grain</b>	1.12 litres
<b>Average moisture</b>	16.2%
<b>Average yield</b>	9.95 tonnes/ha

*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)*

*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](http://www.cnhindustrial.com)*



PRESS RELEASE



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



[www.flickr.com/photos/newholland](http://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](mailto:sara.sebastianelli@newholland.com)

Claire Oakley or Tracy Mannion at Remarkable Public Relations. Phone: 01962 893 893,  
email: [Claire.Oakley@remarkablepr.co.uk](mailto:Claire.Oakley@remarkablepr.co.uk) or [Tracy.Mannion@remarkablepr.co.uk](mailto:Tracy.Mannion@remarkablepr.co.uk)