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New Holland at FIMA 2016: an edition with many awards and innovations

- *New Holland presence at Fima*
- *2 Fima Technical innovation awards + Spain's Best of Specialised Tractor title*

The 39th edition of FIMA 2016 will be remembered as the edition of records. The famous International Agricultural Machinery Fair, which was held from 16 to 20 February in Zaragoza, Spain, closed after hosting more than 227,000 visitors and is considered one of the main fairs for the agricultural sector in southern Europe.

It was not possible to miss New Holland's stand when visiting the fair. Covering an area of 2068 m², New Holland welcomed the public, presenting many new products, which were previewed in Europe as well as technologically innovative interactive presentations. The innovations included, at the centre of the stand, the multi award-winning T7 Heavy Duty (Machine of the Year 2016, AE50 awards), which was also present in the Blue Power version. An interactive App explained the T7.315, presenting the models of the range from the customer point of view, guiding them along a path of discovering the main features, with images, video and 3D systems.

Other important products of the brand were presented, such as the **Braud 8030L**, whose **Blue Cab™ 4 cab** received the **FIMA 2016 Technical Innovation award**: an animated 3D video explained its operation. Also **the Triple-Clean™** cleaning shoe, which improves the cleaning ability of the combine harvester by 15%, received **the FIMA 2016 Technical Innovation award**. Finally, the T4LP tractor received the **title of Spain's Best Specialised Tractor** delivered by the Spanish Agriculture Minister Isabel Tejerina, during a deep stand visit . The winner of this specific award is determined by votes cast by both the public and a jury comprised of trade press and technical experts. Manufactured in Jesi, Italy, the new T4LP Series, is highly versatile and has been designed to work in olive groves and in mountainous areas where a low centre of gravity and wide track stability are required to work on steep slopes.

As regards harvesting, visitors were able to learn about the new forage harvester FR650 Forage Cruiser and the conventional combine CR7.90, CX8.70, which was also presented with the corn head.

Thanks to VR1, the On Board360 App was able to "virtually transport" visitors directly on the new CX8 conventional combine or the T7 Heavy Duty tractor in the field, for a 360°, full-immersion experience.



PRESS RELEASE

Riccardo Angelini, Business Director Spain Market for New Holland Agriculture and Chairman of the FIMA 2016 Organisational Committee declared: *“Our commitment has started to bear fruit, with record numbers: from the number of visitors to the number of brands present, this fair has become a meeting and reference point for the agricultural industry.”*

In addition to the flash-mobs at different moments of the day, the brand also organised a meeting point at a famous bar in the historical centre of Zaragoza for an unforgettable after-fair event.

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

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