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New Holland Agriculture seals a major deal with Mascar S.p.a.

New Holland has signed a European agreement with Italian machine builder Mascar, specialised in equipment for haymaking and seeding.

Mascar produces a complete range of round balers, bale wrappers, precision pneumatic planters and mechanical planters.

The contract provides for the exclusive supply of a range of fixed chamber round balers designed for perfect baling of any type of crop from hay to straw. Rugged, straightforward, reliable and compact, this series of balers combines low operating costs with exceptional performance.

The agreement was signed in Turin on 26 May 2016 by New Holland Agriculture Brand President Carlo Lambro and Mascar S.p.a. President Sante Maschio.

In the words of Carlo Lambro – "This partnership addresses the need to meet rising demand for quality, productivity and reliability combined with reduced operating costs and ease of use". "For the future, New Holland and Mascar have pledged to cooperate in the development of customisations able to bring additional pluses to our comprehensive range of round balers in terms of productivity, efficiency and the satisfaction of customers with distinct and highly specific requirements".

The range of fixed chamber round balers is perfectly integrated with the existing New Holland range so customers will benefit from an even broader choice when selecting the machine that best fits their needs.

The new series of machines developed for New Holland, which will be sold through the New Holland Agriculture dealerships network, will be unveiled to the public in a preview at EIMA 2016.



PRESS RELEASE

New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, wine growers, and groundcare professionals. All can rely on the all-time broadest available offering of innovative products and services: a comprehensive line, from tractors to harvesting machinery and telescopic handlers, complemented by tailored financial services provided by a specialist in the agricultural sector. A highly professional global dealer network and New Holland's commitment to excellence guarantee the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com.

New Holland Agriculture is a CNH Industrial N.V. brand (NYSE: CNHI /MIB: CNHI), a world leader in the capital goods sector backed by solid industrial expertise, an extensive range of products and a worldwide presence. For more information on CNH Industrial: www.cnhindustrial.com



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