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New Holland FR Forage Cruiser measures crop nutrients on the go with new NIR On Board™ sensor

- *Outstanding accuracy on key parameters with a wide range of calibration curves*
- *First class support from Dinamica Generale's global network of specialized service partners*



PRESS RELEASE

New Holland Agriculture announced today it signed a preferred partnership agreement with Dinamica Generale (DG), the specialist in weighing systems, electronic solutions and NIR technology analysers for agriculture. Through this agreement, New Holland will offer NIR On Board™ as an option on the FR Forage Cruiser: with this advances sensor technology, customers will be able to measure and monitor the crop's moisture and nutrient parameters with outstanding +/-2% accuracy and in real time as they harvest.

Lars Skjoldager Sørensen, New Holland Agriculture's Head of Harvesting Product Management, said: "This solution will provide New Holland customers with extremely accurate information on the content of their crop, with precise mapping of every field. This valuable information translates into excellent traceability, a great advantage for customers when preparing feed with diet mixers for their livestock or for sale. They will be able to precisely adjust rations according to the data in order to match their nutritionists' feeding recommendations. As a result, they will provide high quality feed every day with the consistency that is so important for livestock."

The data provided by the NIR On Board system is also very valuable for the biogas industry, which uses the exact crop composition to fine tune the biogas production process.

Outstanding accuracy on key parameters with a wide range of calibration curves

With NIR On Board, the FR Forage Cruiser will measure all the main crop parameters, such as dry matter, crude protein, crude fat, starch, Neutral Detergent Fibre (NDF), Acid Detergent Fibre (ADF) and ash with +/- 2% accuracy.

Calibration needs to be updated every year, and with the NIR On Board system this can be done by DG remotely through an internet connection.

The data collected by the NIR On Board system is easy to transfer to the farm's PC with a USB key or it can be transmitted through wi-fi or GPS.

First class support from Dinamica Generale's global network of specialized service partners

The NIR On Board option for the FR Forage Cruiser is available with a full service package for the best follow up. This will ensure customers benefit from the professional advice and aftersales support provided by DG's widespread network of service partners in more than 60

countries around the world. The company is headquartered in Italy and has global offices in the USA, Ukraine, China and India.

DG has been developing and producing electronic solutions and sensors for 25 years and is today one of the largest producers of NIR analysers and weighing systems for agriculture in the world. The company is recognised for its high quality products, innovation and expertise.

New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or groundscape 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

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



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