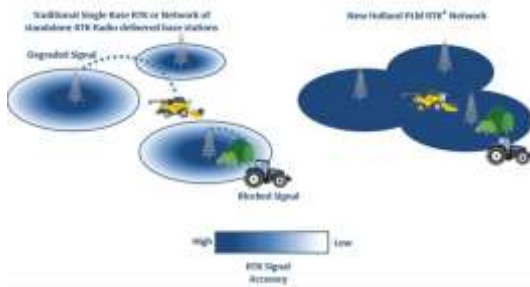




New Holland Offers New Cellular PLM™ RTK+ Correction Network



New Holland, Pa. (February 8, 2016) – With the introduction of PLM™ RTK+, New Holland is the first major original equipment manufacturer to offer a proprietary cellular RTK correction network. PLM RTK+ provides a cellular-delivered RTK correction signal, and is available to producers in the United States and Canada through a subscription at participating New Holland dealers.



PRESS RELEASE

“Producers of all sizes can benefit from the productivity advantages that come with this cellular-delivered precision land management technology,” says Dan Valen, New Holland’s Cash Crop Segment Marketing Manager. “Not only does PLM RTK+ provide sub-inch accuracy, it’s competitively priced against satellite-delivery and other cellular-delivered corrections. Once fully rolled-out, customers will be able receive correction signals from Northern Canada to the southernmost parts of Texas and coast-to-coast, as long as cellular data signals are available with a signal subscription.”

For producers who depend on precision farming technology, the new PLM RTK+ offers a number of benefits. The signal is available and consistent with sub-inch accuracy anywhere within the network. There are no line shifts between bases as with traditional single base or stand-alone stations. And, there are no line-of-sight limitations that occur with radio correction. Trees, valleys, hills, buildings and other obstructions are not a problem.

Additionally the PLM RTK+ system is compatible with both New Holland and competitive modems, and supports most common correction types, such as RTCM and CMR.

Another PLM product from New Holland, PLM Connect, also operates on a cellular network, with two-way wireless data transfer that enables cloud-based technology to be used for easy and secure transfer of data to and from machines in the field.

“In the past, a constraint of using PLM technology has been the cumbersome process of transporting the data from the field back to the farm or crop consultant and then back to the field using USB drives,” said Valen. “The new cloud-based transfer system allows producers to access data more efficiently, without a USB.



With PLM Connect's wireless file transfer feature, producers no longer need to use USB drives to transfer data. They are able to easily and securely transmit data such as guidance lines, boundaries, variable rate prescriptions, as-applied data, yield and moisture data, etc. through the cloud back to their farm office, or to their crop consultant or trusted advisor. The data can then be transformed into valuable insights for making informed planting and fertilizing decisions, or using variable rate application prescriptions.

New Holland is also actively partnering with cloud-based agronomic decision making software companies to give producers even more options to connect with their trusted third-party providers. New Holland has extended an open invitation to any third party companies interested in partnering at <http://developer.cnhindustrial.com>.

IntelliSteer Lite offers affordable, after-market assisted steering

Also new from New Holland is the new IntelliSteer Lite Assisted Guidance Solution which provides an efficient, low cost solution for older makes of equipment not originally factory fitted with an Auto Guidance solution. Utilizing an electric steering motor mounted to the steering column and interfacing with either the IntelliView III or IntelliView IV monitor, the New Holland IntelliSteer Lite Assisted Guidance Solution provides hands-free guidance for both used and new machines across all equipment manufacturers. Additional features include guidance patterns, swath algorithms, nudge and remark functionality, plus added aggressiveness during guidance line acquisition between operating speeds from 1½ to 15-plus miles per hour PLUS reverse operation. IntelliSteer Lite is available for more than 700 vehicle makes/models and is easily transferring from one vehicle to the next and can be configured for ultraslow operations.

"IntelliSteer Lite is an economical solution for producers needing a simple and affordable solution to take advantage of the benefits of assisted guidance for all their vehicles," added Valen.

About New Holland

New Holland Agriculture and New Holland Construction sell and service an innovative line of agricultural and construction equipment, including a full line of tractors, hay and forage equipment, harvesting, crop production, skid steer and compact track loaders, compact wheel loaders, tractor loader backhoes and mini excavators. Sales, parts and service are provided by more than 1,000 New Holland dealers throughout North America. More information on New Holland can be found at www.newholland.com/na.

New Holland is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com



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