



New Holland Celebrates 120th Anniversary with Focus on Innovation and Entrepreneurship

NEW HOLLAND, PA – February 25, 2015

In 2015, New Holland will be celebrating its 120th anniversary with events and promotions throughout the year that celebrate the spirit of innovation and entrepreneurship for the next generation.

“From the beginning, New Holland was built on the foundation of understanding our customers’ needs and the challenges they face and equipping customers with product advancements, state-of-the-art technology, and smart solutions that enable them to work more productively, more efficiently and with more comfort,” says Mark Hooper, New Holland’s Marketing Director for North America “We continue to roll up our sleeves and go into the fields with our customers to find solutions to their needs. That’s what built our company, and that’s what drives us forward.”



New Holland was birthed out of the entrepreneurial spirit –the spirit of innovation and leadership that generates new ideas, new products and new business processes. In 1895, New Holland Machine Company was founded by Abe Zimmerman in New Holland, Pa. The company was soon manufacturing a small cob mill for on-farm use and the first freeze-proof gasoline engine. They were simple but amazingly ingenious ideas that farmers could easily appreciate.

As the years passed, the innovations continued. The first successful automatic self-tie square baler, which put New Holland on the map, set in motion the company’s reputation as the industry’s hay and forage leader. Through the years, other firsts and countless innovations followed: the first Twin Rotor® combine, the first skid steer with parallel lift, the patented tight-turning SuperSteer™ axle, to name a few. Recently, innovative Precision Land Management technology, Clean Energy Leadership with the cutting-edge Tier 4B HI-eSCR™ engine technology and advances in biomass harvesting and packaging have set New Holland apart.

But product innovation wasn’t the only thing that propelled the company’s growth. The entrepreneurial spirit -- taking advantage of market opportunities by planning, organizing, and leveraging resources and opportunities -- was also in force.

In 1986, New Holland became a world-class full-line company when the Ford Motor Company purchased Sperry New Holland, giving the company its first ever tractor line. The 1990s brought more changes when the company was purchased by Fiat and gave New Holland a global presence that carried it into the next century. In 1999, Fiat further strengthened its ag and construction equipment sector with the merger of New Holland and Case, forming a new company known as CNH. Yet another opportunity came in 2014 when CNH Industrial was formed, with agricultural and construction equipment, trucks, commercial vehicles, buses and specialty vehicles, and powertrain applications in its portfolio.

And just as the entrepreneurial spirit has been evidenced in the New Holland brand, so it has in New Holland dealers who are at the forefront of meeting their customers’ needs. Today, more than 1,000 dealers represent New Holland throughout North America.



“Some of our dealers have been family-owned dealers for generations,” says Hooper. “Others are new to the business. All have the team-building, leadership, and management ability essential for success.”

For the next generation, New Holland is not only investing in new production innovations, it is also strengthening existing dealerships and providing opportunities for new entrepreneurs by providing dealers with the programs, tools and assistance they need to partner for success with their customers.

And in the tradition of Abe Zimmerman, New Holland is also actively seeking entrepreneurs to join the New Holland family as dealers: aggressive businessmen and women who have solid financial backing, who are committed to the well-being of their community and who are dedicated to providing superior sales and service support to their customers.

“With the qualities of smart leadership and initiative, New Holland is positioned to carry on the spirit of innovation and entrepreneurship for the next generation and will continue to partner with customers and dealers who share our passion to be the best at what we do,” says Hooper.

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 about New Holland Agriculture and New Holland Construction can be found online 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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