



New Holland Announces The Gold Standard in Haying and 1st Cut Competition.

NEW HOLLAND, PA – May 15, 2015

New Holland, a name known throughout the manufacturing industry for over a century for its leadership in hay tools, is celebrating a legacy of 120 years and the first cutting of hay with a new product advertising campaign called “The Gold Standard.”

The Gold Standard campaign will kicked off with a social media contest, “The 1st Cut Competition,” which encourages farmers to capture their first cut of the season and enter it for a chance to win a one-year use on a Roll-Belt™ 450 Silage Special Round Baler – a best-in-class hay baler. New Holland builds the best cutting, baling and harvesting equipment and is widely recognized by dairy and livestock operators throughout the world. More recently, the company has been known for stepping out of the box in marketing and advertising the brand to its agricultural and construction customers and prospects.

“New Holland prefers to take a unique positioning in the market, which aligns with our customers’ personalities of being independent-minded, smart operators who approach their own business in an entrepreneurial and passionate manner,” says Mark Hooper, Senior Director of Marketing for New Holland North America. “Our customers use New Holland because they believe it is the best equipment available and because New Holland knows hay. The right equipment and know-how make a big difference in our customer’s success. We want more farmers to look beyond their color preference and understand that New Holland has always raised the bar. And that is what makes us The Gold Standard.”

The 1st Cut Competition, will run May 5 to July 31. Hay growers will be invited to submit a picture of their first cut at www.NHFirstCut.com. The photos will go through one round of public voting and one round of official judging by New Holland executives. Seven balers, each for one-year’s use, will be awarded to seven lucky growers across North America.

“We have been using more social media and digital marketing because equipment users are consuming more content and interacting with the brand more via these channels versus the traditional media,” says Hooper.

New Holland’s legacy, continued innovation and know-how make it the brand to be compared to by other manufacturers. 2015 not only demarcates New Holland’s 120th anniversary as a brand but also coincides with the 50th anniversary of the New Holland Speedrower® self-propelled windrowers and the 40th anniversary of New Holland Roll-Belt™ round balers.

“Continuing to raise the bar is not a challenge for New Holland, but a natural occurrence. It is in our DNA,” states Michael Cornman, Dairy and Livestock Segment Manager at New Holland North America. “Nobody bales more hay each day than New Holland, and we want to celebrate this in our 120th year with The Gold Standard campaign and The 1st Cut Competition, giving growers a chance to win use of equipment so they can experience the difference of baling with the best. You



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can't claim leadership as a new entrant into the hay market or if hay tools are a secondary market for your manufacturing business; that leadership is built over time with dedication and true understanding of the customer. New Holland without a doubt holds claim to hay leadership in North America."

The Gold Standard creative will be seen across national industry publications, digitally online with endemic industry sites and e-newsletters as well as outdoor billboards in select markets. Additionally, social media and search engine marketing will be used to boost the messaging and get dealers excited about marketing in their primary markets.

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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