



PRESS RELEASE

New Holland Launching 25 New Products in 2014

Dedicated. Uncompromising. Smart. That's New Holland.

New Holland, PA – June 18, 2014

For well over a century, New Holland has been uncompromising in its dedication to 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.

In 2014, New Holland will introduce 25 new product innovations to the market, from award-winning, revolutionary engine technology meeting Tier 4B emissions requirements, to the latest advancements in harvesting technology and precision farming.

“New Holland is relentless in our pursuit of cutting-edge technology that meets current and future needs for smart customers who continue to improve their efficiency and productivity and are growing their operations for tomorrow,” says Mark Hooper, New Holland’s Marketing Director for North America.

The new CR Series Twin Rotor® combines and Guardian™ front-boom sprayer are currently debuting at Canada’s Farm Progress Show in Regina, Saskatchewan. New Holland’s all-new CR Series combines raise harvesting to a whole new dimension. Massive power, vast grain tank and proven unique technologies provide up to 15% more productivity, grain crackage as low as 0.2%, and the ultimate in comfort cab. New Holland’s new Tier 4B Guardian™ front-boom sprayer line includes the highest-capacity sprayer in the business to cover more acres faster than ever. Innovative, new hay and forage equipment, tractors, and light construction equipment will also be introduced in 2014.

“In this fast-changing world, New Holland customers understand that making the right choices with the right partner is how they stay ahead of the curve,” says Hooper. “We’re dedicated to providing our customers with continual product improvements because we share the same passion they have to be the best at what we do. Dedicated. Uncompromised. Smart. That’s New Holland.”

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 and mini excavators. Sales, parts and service are provided by more than 1,000 New Holland dealers throughout North America.



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.

<http://www.newholland.com/na>

<https://www.facebook.com/newhollandna>

<http://www.youtube.com/NewHollandNA>

<https://twitter.com/NHAgiculture>

Media information, contact:

Dawn Pelon, Marketing Communications Manager

dawn.pelon@newholland.com

717-355-1084

###