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New Holland Agriculture wins four AE50 Awards from ASABE for 2017

The American Society of Agricultural and Biological Engineers (ASABE) has named IntelliBale™ ISOBUS Class 3 Tractor & Baler automation for New Holland Roll-Belt™ Series, SmartTrax™ with Flex Technology, CX/CR Everest 20 levelling system, and the T7 Heavy Duty Enhanced Engine Brake winners of 2017 AE50 awards. AE50 awards honor the year's most innovative designs in engineering products or systems for the food and agriculture industries.



"We are pleased and honored to receive recognition from ASABE for our innovation within the agriculture industry," said Carlo Lambro, Brand President New Holland Agriculture. "Each of our technologies are designed to offer efficiency, increase productivity, and offer farmers advanced machinery to produce quality results."

- The IntelliBale™ system automates the tractor and baling control functions, reducing operator fatigue and fuel consumption and enables the baler to control the tractor's forward motion, bale wrapping, bale ejection, and tailgate closing. The ISOBUS 3 technology has proven productivity increases for many Roll-Belt owners in the last year.
- SmartTrax™ with Flex Technology for New Holland CR or CX Flagship Combines offers an alternative to traction tires to reduce ground compaction and improve operator comfort. Operators choosing SmartTrax™ with Flex Technology can ride comfortably and safely at road speeds up to 19 mph and benefit from a 60-percent reduction in ground compaction compared to combines with tires. Double-hinged rollers in the tracks maximize the contact surface between track and ground and reduce stress on the track belt and roller, resulting in longer belt life.
- New Holland CX/CR Combines with the Everest Leveling System give operators a new way to experience flagship combine technology in extremely hilly conditions. The I2J Everest Leveling System is a stand-alone kit that converts the harvester from a standard combine into an expert hill-climbing machine, while providing the advantages of operator comfort and harvesting capacity.

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- The T7 Heavy Duty Enhanced Engine Brake feature is designed to reduce the load imposed upon the tractor and trailed equipment's brakes when decelerating or holding a speed while descending a gradient. For the enhanced engine brake, New Holland has taken engine components, the turbocharger and cooling fan, and developed a control logic that integrates them when the engine brake is activated to increase the amount of kinetic energy that the engine can dissipate, decelerating the tractor safely and efficiently.

Companies from around the world submit entries to ASABE's annual AE50 competition and up to 50 of the best products are chosen by a panel of international engineering experts. The judges select innovative products that will best advance engineering for the food and agriculture industries.

Each of the four New Holland winners will be featured in the January/February 2017 special issue of ASABE's magazine Resource: Engineering & Technology for a Sustainable World, a magazine geared to agricultural, biological and food system engineers worldwide, produced by ASABE. Read more at www.asabe.org/Resource.

ASABE is an international scientific and educational organization dedicated to the advancement of engineering applicable to agricultural, food, and biological systems. Further information on the Society and the awards can be obtained by visiting www.asabe.org/.

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