



## Survivor Tractor's Newest Owner is New Holland Agriculture

**New Holland, Pa. (January 9, 2017)** – The Survivor tractor, a symbol of strength in the face of adversity, has a new home with New Holland Agriculture. The Survivor is a fully restored 1939 tractor dedicated to raising funds for cancer research. Each owner has purchased and auctioned the tractor with 100% of the funds donated to various charities.

New Holland Agriculture purchased the Survivor in November 2016. The sale resulted in a \$32 thousand dollar donation to the Ann B. Barshinger Cancer Institute at Lancaster General Hospital in Lancaster, Pa, thanks in part to a donation match from the owners of Wolgemuth Auction in Leola, Pa., the previous owners of the Survivor.

Together with Wolgemuth Auction, New Holland celebrates the next phase of the Survivor's journey with a yearlong campaign of giving throughout 2017, which kicks off the week of January 7 - 14 at the Pennsylvania Farm Show in Harrisburg, Pa., where the Survivor tractor is on display. Farm Show attendees are invited to take photos beside the Survivor, and share their stories online using the tag #SurvivorTractor.

The celebration of the Survivor tractor is part of the New Holland's year-long commemoration of the 100<sup>th</sup> anniversary of the first mass-produced tractor.

### 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](http://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](http://www.cnhindustrial.com)

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

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

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

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### For more information, contact:

Savannah Simons

New Holland PR & Content Team

[Savannah.simons@mullenlowe.com](mailto:Savannah.simons@mullenlowe.com) | 434.872.3511

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