



New Holland Agriculture debuts new Boomer™ and WORKMASTER™ tractor line-up

New Holland's new compact models provide more horsepower and expand offering to include all-new Boomer™ 55 model

New Holland, Pa. (February 15, 2017) – New Holland Agriculture revitalizes its product offering in 2017 with new Boomer™ and WORKMASTER™ lineups complete with an all-new Boomer model, the Boomer™ 55, which will debut at the 2017 National Farm Machinery Show and World Ag Expo in February. Each model is designed to provide more horsepower and includes Boomer Guard6, a warranty package for 6-year worry-free operation, including two years of bumper-to-bumper coverage plus an additional four years of powertrain protection.

“The new Boomer and WORKMASTER tractors deliver the features and performance compact customers are looking for, whether it's managing simple chores or loading and leveling,” said Michael Cornman, New Holland's Under 140HP Tractors Segment Marketing Manager. “Whether customers choose the premium featured Boomer or the value drive WORKMASTER, each model has advantages that set New Holland tractors apart and provide years of dependable, trouble-free performance.”

New Holland's new line of tractors are designed to provide a roomy, no-clutter entry and exit, natural placement of controls and pedals, unmatched visibility, clean, fuel-efficient power, and simple maintenance. A Clean Energy Leader, New Holland's compact tractor models help reduce carbon footprints with engines that meet stringent Tier 4 Final emissions standards, while providing increased power with less fuel.

Boomer™

The Boomer Series tractors are premium compact tractors known for their quiet, fuel-efficient power, supreme comfort, and easy operation.

The ultimate power tool for homeowners, Ag-lifestylers, landscapers, farmers, golf courses and municipalities, the Boomer line-up debuts the most powerful Boomer to date, the Boomer 55. The Boomer 55 delivers higher horsepower – 55 gross horsepower – without additional weight for maximum performance and productivity. In addition to accomplishing more in less time, the Boomer 55's higher power-to-weight ratio translates into lower ground pressure to reduce compaction and turf damage.

In addition to the all-new Boomer 55, the new Boomer line-up includes clean-running engines to handle the toughest jobs while saving fuel. The line-up also features a completely automatic emissions system and a high-capacity, dual-pump hydraulic system that provides fast-implement response and steering, along with Boomer Guard6, to provide peace of mind.



PRESS RELEASE



WORKMASTER™

The new WORKMASTER lineup includes two rugged, economical compact tractors – 35 and 40 horsepower – offering more speed choices than competitive tractors, an emissions system that's automatic, and boasts high-capacity hydraulics to deliver a dedicated flow of 8.2 gallons per minute and a three-point hitch lift capacity of 1,807 pounds.

WORKMASTER tractors have a big-tractor backbone with heavy castings for the engine, transmission and rear axles. A cast-iron block, heavy-duty internal components and proven technology enables the new three-cylinder engines to deliver gutsy, fuel-efficient power. The WORKMASTER's modern, streamlined styling provides great visibility, with New Holland's signature sloped hood, rounded fenders and sleek, dual-direction lights to provide unsurpassed sightlines in every direction and in low-light conditions.

The 2017 Boomer and WORKMASTER models, along with the all-new Boomer 55, will be available in the United States and Canada beginning in the spring of this year. For more information on the New Holland Boomer and WORKMASTER tractors' key features and performance, visit www.newholland.com.

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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