



## New Holland Agriculture Manufactures its 15,000<sup>th</sup> BRAUD Grape & Olive Harvester

**New Holland, Pa. (March 1, 2017)** – New Holland Agriculture has manufactured its 15,000<sup>th</sup> BRAUD Grape & Olive Harvester to date. Since 1975, New Holland has produced and sold Braud harvesting equipment to vineyards across the world. No other manufacturer has produced this many, which is a testament to New Holland’s market leadership in the harvesting industry.

“We are honored to achieve the industry-leading milestone of manufacturing our 15,000<sup>th</sup> BRAUD harvester,” said Bret Lieberman, Vice President of New Holland North America. “New Holland has been recognized for its distribution network and world-class service and will continue to build upon the BRAUD harvester’s ‘Best in Class’ legacy.”

From the BRAUD 1020 to the BRAUD 9060L, New Holland has continued its commitment to productivity and performance matched with reliability. Acknowledged for the harvester’s ‘Best in Class’ picking and respect of canopy, New Holland’s BRAUD Grape and Olive harvester has received 100 percent product satisfaction and a loyal customer base.

For more information on New Holland’s BRAUD Grape and Olive harvester features and capabilities, visit [www.newholland.com](http://www.newholland.com). For more information on announcements and launches, follow New Holland on Twitter at [www.twitter.com/NHAggriculture](https://twitter.com/NHAggriculture) and on Facebook at [www.facebook.com/NewHollandAgriculture](https://www.facebook.com/NewHollandAgriculture).

### 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>

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