

PRESS RELEASE



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## **New Holland at Global Forum for Innovations in Agriculture in Abu Dhabi**

New Holland Agriculture, together with its local distributor Saeed Mohammed Al Ghandi & Sons, took place at Global Forum for Innovations in Agriculture from 20<sup>th</sup> to 21<sup>st</sup> March 2017 in Abu Dhabi, United Arab Emirates. GFIA, as an exhibition and conference showcasing innovations in sustainable agriculture, aims to meet the needs of both large and smallholder farmers by presenting the best available and emerging solutions without damaging natural resources and climate. New Holland brought together its different strengths and Clean Energy Leader® strategy to present the brand's key agricultural innovations and values under this theme during GFIA.

More than 6,000 visitors from Middle East and Africa region and other countries all around the world experienced the challenges and opportunities in agriculture at the forum and New Holland hopes to raise awareness on to do more with less and to protect natural resources with innovative agriculture. Özkan Eren, New Holland's Business Responsible for Rest of Africa and Middle East, said "GFIA is giving opportunities to many farmers from Middle East and Africa region. We as New Holland has a key role to support local farming communities for a sustainable development for future generations. It is our role to develop the products and services they need for their mechanization levels."

To represent its commitment to the mechanization, New Holland showcased its medium horse-power tractors, TD80 and TD5.110 during the event.

### **TD. Power, reliability and economy generate full confidence.**

New Holland presented its TD80 tractor model at the entrance of the forum. TD Straddle tractors are powered by Tier 2, water-cooled, 3 & 4 cylinder diesel engines from 59hp to 98hp. These proven Iveco based 8000 series engines are tuned to provide optimum power and torque performance in any condition, while ensuring high fuel efficiency, low fuel consumption and low emission levels.

### **TD5. Advanced features, outstanding comfort.**

Other equipment showcased on New Holland's stand was TD5.110 tractor model. TD5 Range offers an entirely new level of power and performance and features a new class-leading, range-topping 110hp model. This range features unrivalled premium operator comfort with 360-degree visibility, greatly reduced noise levels and ergonomically redesigned controls.

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New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or groundscare 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](http://www.newholland.com)

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## Press contacts:

Sevgin Duman, New Holland Agriculture.

Email: [Sevgin.duman@newholland.com](mailto:Sevgin.duman@newholland.com)