



New Holland Agriculture's Survivor Tractor Embarks on Nationwide Tour to Support Cancer Research

Fully-restored 9N Purple Ford Tractor visits dealers across the country to raise awareness and donations for the cause

New Holland, Pa. (March 31, 2017) – New Holland Agriculture's Survivor Tractor, a symbol of strength in the face of adversity, is continuing its journey to dealers across the nation to raise awareness and funds for cancer research. Most recently, the Survivor Tractor stopped by Venture Equipment in Searcy, AR as well as Williams Tractor in Fayetteville, AR, whose very own Savannah "Savvy" Shields, Miss America 2017, was on hand supporting the cause.

"The Survivor Tractor visit to Venture Equipment opened hearts and minds about cancer, cancer awareness, and the need for a cure," said Steve Merritt, owner of Venture Equipment LLC. "Over a week-long period, we generated \$7,500 in funds that we'll use locally to help a cancer-related cause."

The Survivor Tractor embarks on its next visit to Rising Sun, MD where the fully-restored 9N purple Ford tractor will make an appearance at Ag Industrial from April 6 through April 9.

"We are touched and motivated by the support from the New Holland dealer network and willingness to embrace the Survivor Tractor's journey," said Chun Woytera, Senior Director of Marketing for New Holland North America. "Our dealers have served as pivotal players in the campaign to raise funds for our cause and New Holland looks forward to the continued success as the Survivor tractor makes its way across the country during its yearlong campaign."

New Holland Agriculture purchased the Survivor in November 2016. The sale resulted in a \$32,000 donation to the Ann B. Barshinger Cancer Institute at Lancaster General Hospital in Lancaster, PA thanks in part to a matching donation from the owners of Wolgemuth Auction in Leola, PA, the previous owners of the Survivor Tractor.

The celebration of the Survivor Tractor is part of the New Holland's year-long commemoration of the 100th anniversary of the first mass-produced tractor. Dealer event attendees and supporters are encouraged to share their story online using the tag #SurvivorTractor.

For more information, and to follow the Survivor Tractor's story, visit www.survivortractor.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



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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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