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New Holland machinery at the heart of Morocco, SIAM 2017

New Holland Agriculture presented its machinery to its one of the largest African audience during the SIAM 2017 which was held in Meknès from 18th to 23rd April. New Holland stand at SIAM hosted its tractors: the TT Series, TD4040F, TD Straddle Series, TD5 Series with small square baler among an impressive and wide model line-up of the company's machinery range.

The products on display at SIAM reflected New Holland Agriculture's focus on fuel efficient farming solutions and sustainable agricultural technology which is the result of its Clean Energy Leader strategy that aims to offer customers farming solutions to improve their productivity while respecting the environment.

Özkan Eren, New Holland's Business Responsible for Rest of Africa and Middle East, said: "SIAM remains an important date in the New Holland calendar and we are delighted to continue to support this ever-growing event together with our distributor. Through our 30 years long partnership with SOMMA and their well proven support, we are constantly updating our offering to reinforce New Holland's position in the country and answer to the growing demands for advanced farming equipment and the future needs of the Moroccan agricultural sector"

New Holland's wide product offering is able to meet the different needs in farms of all sizes. In Morocco, the company commercializes a wide range of tractors, from small units to high-horsepower and speciality tractors, as well as combine harvesters and other harvesting equipments. SIAM is one of the best opportunities for many African farmers, to see agricultural equipment. New Holland's stand during SIAM provided visitors with the full experience of a global leader that offers the widest and most diversified range of agricultural machinery to suit the needs of every farmer across the globe.

New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care 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

New Holland Agriculture is a brand of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. More information about CNH Industrial can be found online at www.cnhindustrial.com



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