



PRESS RELEASE

## New Holland Agriculture Celebrates 100 Years of Tractors

**New Holland, Pa. (August 29, 2017)** – New Holland Agriculture honors its 100 years of innovation as its legacy continues to inspire the future, with advanced technology designed for efficiency and productivity, including the Autonomous Tractor, Alternative Fuels Concept and Tier 4B compliant models.

“As we celebrate the 100<sup>th</sup> anniversary of the Fordson 22, the world’s first mass-produced tractor, we are reminded that innovation and industry-leading solutions for profitable and sustainable agriculture are a key factor in the New Holland brand’s DNA,” said Bret Lieberman, Vice President for New Holland North America. “With our Clean Energy Leader and Precision Land Management strategies, New Holland is committed to finding and providing the industry’s latest advancements and our wide equipment offering continues to push the bar with practical innovation.”

October 8, 2017 marks the 100-year anniversary since the completion of the first Fordson model 22 tractor shipped from the United States to the United Kingdom. Following the landmark date and given the high demand for tractors due to war and severe food shortages, lack of manpower and horses, the first Fordson tractors were sold in the United States in April 1918 for \$750.

Twenty-two years after the introduction of the Fordson 22, the Ford 9N was released in October 1939, serving as the first American-made production model tractor to incorporate a three-point hitch system, a design still used on most modern tractors today. One very special 9N, the purple Survivor tractor, was purchased by New Holland in November 2016. It has since been traveling the United States, making appearances at New Holland dealers and attending corporate events, such as the Farm Progress Show, raising funds to support the American Cancer Society and the Canadian Cancer Society. It is a way for New Holland to celebrate its heritage in tractors while providing hope for the future.

Always striving for a more productive future, New Holland has debuted a wide range of high-horsepower tractors with state-of-the-art engine technology for unrivaled power, fuel efficiency and control that have built upon the foundations of the Fordson 22, the 9N, and other classic tractors. These new, high-powered tractors include the T7, T8, and T9 series tractors ranging from 110 to 620 PTO horsepower.

New Holland’s mid-range tractors, ranging from 70 to 125 PTO horsepower offer the versatility, performance and comfort demanded by livestock and mixed farmers followed by compact and utility tractors providing operating ease that satisfies the needs of farmers, landscapers and estate owners everywhere. New Holland’s tractor offering also expands to special use tractors, putting big power into the narrow rows of orchards, vineyards and nut groves.

From the icons of farming past, to recent innovations, farmers around the globe continue to benefit from New Holland’s modern agricultural advances, and New Holland Agriculture will continue to



shape the sustainable future of agriculture as the company embarks on its next century of tractor excellence.

**Fueling Innovation** exemplifies the entrepreneurial spirit of finding alternative fuel sources, but it also follows our legacy of over 120 years of creating innovative and practical products for agriculture. From our Precision Land Management strategies, such as the NH<sup>DRIVE</sup> autonomous vehicle concept and our dedication to being the Clean Energy Leader, New Holland is committed to finding new and better ways to make innovative equipment accessible and more productive.

### **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>  
<https://www.facebook.com/newhollandna>  
<https://twitter.com/NHAggriculture>

### **For more information, contact:**

Savannah Simons  
New Holland PR & Content Team  
[savannah.simons@mullenlowe.com](mailto:savannah.simons@mullenlowe.com)