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New Holland previews a selection of its new agricultural implements offering at Agritechnica 2017

- *Integration of New Holland branded implements in the existing product offering*
- *Preview of New Holland branded implements*
- *Distributed by New Holland dealer network, supported by an experienced sales and service team*



Following the acquisition of Kongskilde Agriculture completed early this year, New Holland has started the gradual integration of agricultural implements into its product offering and is previewing a first selection on its stand at the Agritechnica 2017 fair in Hanover, Germany.

“We provide all-round agricultural solutions to maximise the efficiency and productivity of our customers: agricultural implements must be perfectly integrated with the product they are fitted to – and this is what we are doing - combining our technological excellence with specific expertise from Kongskilde”, said Carlo Lambro, New Holland Agriculture Brand President. “Kongskilde are pioneers in their field, a well-established player that has exactly the kind of heritage and know-how we needed to develop a best-in-class implement portfolio. This new global platform will provide growth opportunities for both our brands.”

Preview of New Holland branded implements

The DiscCutter F 320P front mower conditioner and DiscCutter 320P rear mower conditioner with hydraulic suspension and stone release are part of the first Hay&Forage selection display. They are joining the yellow family of harvesting machinery, where the brand already offers big balers, round balers and forage harvesters.

New Holland also enters the tillage business and introduces the 6 furrow PXV heavy duty fully mounted plough with variable width, non-stop trip system and hydraulic depth adjustment of the large tyre land wheel as well as the RVM rotary tiller with gear side drive, 4-speed gearbox and C-blades. These soil equipments are painted in New Holland tractor blue.

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Distributed by New Holland dealer network, supported by an experienced sales and service team

The new products branded in yellow and blue colours displayed on the New Holland stand, together with further Hay&Forage and tillage implements will be distributed in EMEA and APAC by the New Holland dealer network, with customer deliveries starting from spring 2018 onwards.

Customers will rely on their New Holland dealers for assistance, maintenance and spare parts supply. The network will be supported by an experienced sales and service team with the necessary specialization in the tillage and hay & forage business.

The Kongskilde Agriculture brand will continue to offer its implements portfolio through its own and dedicated dealer network.

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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