



RAM HARVEST EDITION Trucks in New Holland Blue Available This Month

New Holland, Pa. (November 28, 2017) – New Holland Agriculture today announced that Ram Harvest Edition trucks in New Holland blue will be available at Ram dealers from late November through January 2018.

Launched at the Farm Progress Show in Decatur, Illinois earlier this year, the Ram Harvest Edition, available in the iconic New Holland blue color, is designed specifically with American farmers in mind. Available across the Ram 1500, 2500 and 3500 lineup in all four-door Quad, Crew and Mega cab configurations, the Harvest Edition is powerful enough to haul the family tractor and rugged enough to navigate rough farm roads and pastures.

“New Holland and Ram share the same values when it comes to making sure American farm families have the equipment they need to get the job done from crop planting to harvesting,” said Chun Woytera, Senior Director of Commercial Marketing for New Holland North America. “We are excited to partner with Ram to offer farmers the opportunity to showcase their New Holland brand pride on and off the farm.”

The Ram Harvest Edition trucks are packed with farm-friendly features including a one-inch suspension lift, on/off-road tires, black tubular side steps, a durable spray-in bedliner, fold-out bumper step and mud flaps, rubber floor mats, skid plates and tow hooks (4x4), and heated seats (optional). Ram Heavy Duty models also come with a cargo-view camera.

A first-of-its-kind in the industry, the Ram Certified Agriculture Dealership (CAD) program equips dealers to properly address the needs of farmers and ranchers in their local communities. This certification lets farm and ranch families know staff at these dealerships have a far deeper understanding of agriculture business and its unique vehicle requirements. It also signals the dealership’s commitment to activities like the timing of the cherry harvest, milking schedules and calving season by adjusting parts of its operations to accommodate the demands of every commodity and every season.

Ram 1500 Harvest Edition MSRP starts at \$39,910, plus \$1,395 destination charge. Ram Heavy Duty models start at \$46,235.

To learn more, visit your local Ram CAD dealer or log on to <https://www.ramtrucks.com/limited-editions/harvest.html>.

Equipped for a New World. For more than 120 years, New Holland has built a passion for farming and enduring focus on innovation. Its history is punctuated with events that have shaped agriculture’s history books with industry firsts that have improved the lives of farmers around the world. From the world’s first automatic self-tying baler in 1937, to the industry’s first autonomous concept vehicle, the NH^{DRIVE}, New Holland equips its customers for the challenges of tomorrow, today.



PRESS RELEASE



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.

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.newholland.com/na>

<https://www.facebook.com/newhollandna>

<http://www.youtube.com/NewHollandNA>

<https://twitter.com/NHAGriculture>

About Ram Truck Brand

Since its launch as a stand-alone division in 2009, the Ram Truck brand has steadily emerged as an industry leader with trucks that are proven to last.

Creating a distinct identity for Ram trucks has allowed the brand to concentrate on core customers and the features they find valuable. Whether focusing on a family that uses a Ram 1500 day-in and day-out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck invests substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Ram continues to beat the competition in the most sought-after titles:

- *Over the last 30 years, Ram has the highest percentage of pickups still on the road*
- *Highest owner loyalty of any half-ton pickup*
- *Highest torque ever – 930 lb.-ft. with Ram 3500 Cummins Turbo Diesel*
- *Highest 5th wheel towing capacity – 30,000 lbs. with Ram 3500 Cummins Turbo Diesel*
- *Best ride and handling with exclusive link coil rear and auto-level air suspensions*
- *Best-in-class fuel economy and longest range with exclusive EcoDiesel – 27 mpg with Ram 1500*
- *Best-in-class gas towing – 16,320 pounds with Ram 2500*
- *Highest snow plow rating – Ram 2500 and 3500*
- *Most luxurious trim available in pickups with Ram Tungsten Limited Edition*
- *Most interior space with Ram Mega Cab*
- *Most capable full-size off-road pickup – Ram Power Wagon*

Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.



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