



PRESS RELEASE

## United States Congressman Lloyd Smucker Visits New Holland North America Headquarters

**FOR IMMEDIATE RELEASE - New Holland, Pa. (December 19, 2017)** – New Holland North America and its parent company, CNH Industrial (NYSE: CNHI /MI: CNHI), hosted United States Congressman Lloyd Smucker (R-PA-16) at its New Holland, Pennsylvania, USA facility on Monday, December 18. Congressman Smucker's visit included a plant tour and a discussion about the U.S. manufacturing industry with plant employees.

"I was glad to be in New Holland to hear directly from Pennsylvania workers about how to make American manufacturing more competitive in an increasingly global economy," said Rep. Smucker. "I will take the feedback I heard back to Washington to help ensure we are investing in our workers and the innovative, entrepreneurial spirit that built this nation."

The congressman's visit was co-hosted by the Association of Equipment Manufacturers (AEM) as a part of the organization's "I Make America" advocacy campaign. The advocacy campaign advances policies to support manufacturing industry employment and help America's equipment manufacturers compete globally.

"We support the Association of Equipment Manufacturers' I Make America campaign and we were honored to co-host the event. The visit allowed Congressman Smucker to see our facility up close and hear our employee's perspective on the industry," said Bret Lieberman, Vice President, New Holland Agriculture. Lieberman also serves as a Director on the AEM's Agriculture Equipment Sector Board.

The campus in New Holland, Pennsylvania serves as the North American headquarters for the New Holland brand, which was founded in the same town in 1895. The manufacturing facility produces large agriculture equipment including balers, harvesters and mowers for both New Holland Agriculture and its sister brand, Case IH Agriculture.

Tim Smith, New Holland Plant Manager, said "It is always a pleasure to host Congressman Smucker at our plant. It is important to highlight ways we are working to develop our workforce and talk about ways to support manufacturing back home in the district."

### **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>

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

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

<https://twitter.com/NHAgriculture>

**For more information, contact:**

Beth Ciampi

New Holland PR & Content Team

[mediarequests@newholland.com](mailto:mediarequests@newholland.com) | 336-774-9523

###