

18 December 2017

## **New Holland to showcase its vision of the future of farming at LAMMA 2018**

- *Innovative Methane powered Concept Tractor makes a rare UK appearance*
- *Acclaimed T6.175 Dynamic Command™ on stand for the UK preview*
- *T8.435 tractor with NH<sup>Drive</sup> autonomous tractor technology pack on stand*
- *New Holland's most powerful CR combine range on stand*



LAMMA 2018 will be the first opportunity for UK and Irish farmers to see New Holland's next generation methane-powered tractor, NH<sup>Drive</sup> autonomous tractor technology pack, and the latest conventional engine technology, alongside updates to its flagship tractor ranges, rotary combine and forager models.

New Holland will showcase its game changing, second-generation; Methane powered Concept Tractor on its stand at LAMMA. The Methane powered Concept Tractor has proven itself to have the same operational capacities of any conventional tractor, whilst demonstrating the performance and durability of its diesel equivalent. Operating costs are reduced by 30% and it produces only 20% of the pollution emissions compared a conventional diesel-powered tractor.

Visitors interested in the future of autonomous machinery can take a look at one of New Holland's T8 tractors fitted with its NH<sup>Drive</sup> autonomous tractor technology pack. NH<sup>Drive</sup> demonstrates the possibilities of supervised automation with the full capabilities of New Holland's advanced PLM (Precision Land Management) technology for precision farming.

A trio of T7 tractor models will be on stand demonstrating New Holland's latest updates to the upper end of its mid-range offering, this will include a T7.260, the T7.315 Heavy Duty tried and tested by Grassmen and a standard wheelbase T7.210. LAMMA will be the first opportunity to see the new suspended front axle on the T7 LWB's, which enables better steering control and precision when operating at higher speeds whilst ensuring even greater operator comfort.

Adding to the on stand line up is the all-rounder, the multipurpose T6 Dynamic Command™ tractor which appears for the first time for its UK preview. The T6 Dynamic Command™ range boasts the only tractors in this segment to feature an eight-step semi-powershift dual clutch transmission. The 24x24 Dynamic Command transmission allows seamless gear shifting to use less power during operation, resulting in higher work rates with less fuel usage.

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Completing New Holland's on stand tractor offering at LAMMA is a selection of midrange tractors including the T5.105 and T5.120; the specialist, T4N; the compact Boomer 40 and the new T4S which guarantees our customers the perfect balance between affordability and performance.

To add to the overview of New Holland's tractor offering a quality, a used T7 model tractor, from the New Holland fleet, will be on the stand at LAMMA accompanied by used equipment specialists who will be able to advise and discuss the individual requirements of customers.

Farmers will get a look at the recent upgrades to New Holland's most powerful combine range at LAMMA in the form of the popular CR 9.80. The CR 9.80 boasts a number of productivity-enhancing improvements, including 10% increase in capacity on its predecessor, improved controls for crop flow and a whole new look.

New Holland will also be displaying its FPT industrial V20 engine, which is used in the latest high-capacity forage harvester, the FR 920 Forage Cruiser. The engine has been developed specifically for forage harvesting applications delivering a massive 670 kW (911 hp) maximum power at 1600 to 1800 rpm. The FR 550 Forage Cruiser will also be on display.

New Holland's LAMMA offering will be completed by as number of balers, including its flagship BigBaler 1290 Plus. The bigger bale chamber and double knot system of the BB1290 Plus to deliver up to 10% higher bale density and lower knotting strain, improving baling quality and consistency.

New Holland will mark the end of its 100 years of blue tractor production celebration at LAMMA with a display of the top 100 images submitted as a part of the manufacturer's recent social media photography competition.

New Holland will also be displaying several examples of the newly branded implements on stand alongside its machines, including a front and rear mounted mower and rotary tiller.



PRESS RELEASE

*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](http://www.newholland.com)*

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