

02/02/2018

New Holland and The Climate Corporation partner to deliver two-way data sharing

New Holland Agriculture will enable its customers to seamlessly share in-depth real-time machine data with The Climate Corporation in order to enhance productivity and in-field efficiency

New Holland Agriculture and The Climate Corporation, a subsidiary of Monsanto Company (NYSE: MON), announced today a new partnership that will extend and develop a portfolio of data sharing capabilities to help farmers with real-time agronomic visualization and decision-making solutions.

Thanks to this agreement, New Holland Agriculture will provide its customers two-way data connectivity between its PLM[®] Precision Land Management system and The Climate Corporation's industry-leading Climate FieldView[™] digital agriculture platform.

This partnership offers New Holland customers unique functionality due to the depth and breadth of real-time machine and field data, including agronomic prescriptions, which can be both received and transmitted to Climate FieldView using the New Holland brand's PLM[®] Precision Land Management platform. To date, this integration with Climate FieldView provides one of the most extensive data sets available. This additional level of real-time data connectivity will enable agribusinesses to fine-tune field operations to further enhance their in-field productivity and efficiency across their existing machinery fleets.

"New Holland's partnership with The Climate Corporation will provide our customers with a powerful tool to drive productivity, efficiency and profitability in their businesses," said Carlo Lambro, New Holland Agriculture Brand President.

In addition to the in-field benefits, this partnership foresees further development to provide those New Holland dealers offering Climate FieldView additional tools to proactively support their customers. Both companies are working to enable farmers the ability to share real-time machine information with their local New Holland dealer, in order for them to receive support even more quickly.

"Through this partnership, which focuses on opt-in two way data sharing through the Climate FieldView platform, New Holland is offering its customers one of the highest levels of integration and interaction in the market today. It is the most recent example of how we are investing in our Precision Land Management solutions, a driving principal of our agricultural innovation program," Said Dan Halliday, Precision Land Management Product Manager.



PRESS RELEASE

Customers who use Climate FieldView provided through New Holland dealers can look forward to additional features within their Climate FieldView Cab application throughout the course of 2018.

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



PRESS RELEASE



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



https://twitter.com/NHAG_UKandROI



<https://www.instagram.com/NEWHOLLANDAG/>



<https://www.flickr.com/photos/newholland>



<https://plus.google.com/117086178528241801087>



<https://www.youtube.com/user/NewHollandAG>



Press contacts:

Sara Sebastianelli, New Holland Agriculture. Phone: 01268 295 268

email: sara.sebastianelli@newholland.com