



New Holland Agriculture Expands WORKMASTER™ Tractor Line-up

New Holland's new compact and subcompact models maintain tradition of value and dependability

New Holland, Pa. (February 13, 2018) – New Holland Agriculture has expanded its WORKMASTER™ product offering to include the Workmaster 25 compact tractor and Workmaster 25S subcompact tractor. Both models made their debut at the 2018 National Farm Machinery Show and World Ag Expo in February. Joining the Workmaster 35 and Workmaster 40 compact lineup, the new tractors include Boomer Guard6, a warranty package for 6-year worry-free operation, including two years of bumper-to-bumper coverage plus an additional four years of powertrain protection.

“The Workmaster 25 and 25S build on the Workmaster legacy of value and dependability, delivering the unmatched features and performance customers have come to expect from New Holland,” said Daniel Valen, Director of Product Marketing, New Holland North America. “We’ve brought together comfort and productivity enhancing features, such as our new CLEAR-THRU™ operator’s platform, your choice of easy-to-operate transmissions, and a variety of attachments, that together make the new Workmasters the clear choice for someone buying their first tractor.”

WORKMASTER 25

The Workmaster 25 is the perfect choice for first-time compact tractor buyers or previous compact owners looking for a more capable solution to tackle their tasks. Available with a choice of a 12x12 gear or 3-range hydrostatic transmission, the Workmaster 25 is value-packed with performance and convenience. With a classic hood style, the machine features a big-tractor backbone with heavy castings for the engine, transmission and rear axles. The Workmaster 25 features an instrumentation cluster that is informative and easy on the eyes, making it easy to keep abreast of the tractor’s operation.

WORKMASTER 25S

The economical, 25-horsepower Workmaster 25S may be the smallest model in the Workmaster line, but it’s ready to take on any yard, landscape, gardening or property maintenance activities. Its compact size and 4WD capabilities make it highly maneuverable and easy to operate in confined spaces. Available in four packages that include custom matched attachments, the subcompact tractor features a reliable 3-cylinder engine, dual-pump hydraulic system, and an easy-to-operate, two-pedal hydrostatic transmission. These features, together with the new CLEAR-THRU™ clutter-free, flat deck operating platform make it the perfect “first step” tractor for homeowners and part-time farmers who need a hardworking, versatile machine to handle the chores a garden tractor just can’t.

The 2018 WORKMASTER models will be available in the United States and Canada in mid-2018. For more information on the New Holland WORKMASTER tractors’ key features and performance, visit www.newholland.com.



PRESS RELEASE



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.

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.

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