



New Holland Agriculture Introduces Visibility and Productivity-Enhancing LA Series Loaders

New Holland, Pa. (February 14, 2018) – New Holland Agriculture is pleased to introduce its new LA Series loaders for T5, TS6, T6, T7, and T8 Series tractors. The series of 13 loaders is designed to deliver the visibility, performance and reliability needed to increase productivity during loading, hauling and materials handling jobs.

“New Holland is redefining loader productivity with the new LA Series loaders,” said Bret Lieberman, Vice President for New Holland North America. “With exceptional sightlines, heavy-duty design, and industry-leading in cab controls, loader operation has never been this easy.”

Delivering enhanced visibility, LA loaders provide a 30% increase in the operator’s field of vision when the loader is positioned for transport (approximately 17 inches above the ground). The combination of the curved boom, low cross tube, and chamfered loader arm provide operators with clear sightlines to operate effectively in close quarters.

Featuring a rugged design, the durable loader arm/beam features a wide 80-mm-wide profile. Manufactured using a fully automated, state-of-the-art welding process for unrivaled strength, the components are cast and forged to provide extra strength and a long lifespan.

The LA Series loaders feature an efficient hydraulic system that generates less heat and saves valuable fuel over the course of a full day’s work. Enhanced hydraulic components like larger-diameter, high-flow cylinder and hoses allow for optimal flow to match the higher hydraulic capacities of current tractors.

Operators will enjoy the optimized Soft Ride system, providing uncompromisingly smooth ride. The LA Series loaders feature accumulators that dampen loader arm bounce during travel and provide rapid response to bumps in the road, field or job site.

LA loaders with mechanical self-leveling maintain bucket or implement angle while lifting and lowering the loader for increased speed and confidence when loading - ideal when working with a pallet fork or other tasks when implement angle is critical. In addition, increased bucket crowd angles at lower operational heights mean reduced spillage and less material loss while travelling. The increased rollback angle also allows for more material to fit in the bucket.

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



PRESS RELEASE



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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For more information, contact:

Aimee Culbert

New Holland North America

Aimee.Culbert@NewHolland.com | 717-413-3367

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