



New Holland Agriculture Launches New Braud 9000 Series Grape Harvesters

New Holland, Pa. (February 13, 2018) – New Holland Agriculture is pleased to introduce the new Braud 9000 series to its comprehensive portfolio of self-propelled grape harvesters. Featuring the 9070M, 9070L, 9090L and 9090X, the new lineup pairs the trusted Braud best-in-class harvesting with innovative new features designed to deliver high-quality, clean grapes to the world's top vineyards.

“We are proud to build on the Braud legacy in grape harvesting to bring the next series of harvesters to market for professional vineyards,” said Bret Lieberman, Vice President for New Holland North America. “The new Braud 9000 series maintains the proven, industry-leading features like the Noria crop transportation system, the Shaking Dynamic Control system, and the premium Opti-Grape™ cleaning system, while introducing new features, such as the side conveyor with destemmer, designed to increase efficiency and productivity for wine growers.”

Productivity Enhancements

The nation's highest-yielding vineyards will benefit from the new Braud 9090X model, which offers a configuration option including both a sidearm conveyor and a destemmer for maximum in-field productivity. The largest model in the lineup, the 9090X is a fit for vineyards with row spacing of 8 feet and wider. The sidearm conveyor allows the harvester to work continuously, without having to stop to unload the hoppers.

Add the optional SOCMA patented destemmer eliminates 99.56% of harvest impurities, or MOG (material other than grapes). Removing MOG in the field delivers cleaner, premium grapes to the winery, saving time and labor while improving wine taste and quality.

The washing process now features wireless remote control convenience to provide effective, time-saving washing. The picking head wash time is reduced by a unique pre-washing system featuring a strategically positioned water supply pipe, nozzles positioned to key areas, and fewer debris accumulation areas.

Options for Precision Farming

Intelligent and intuitive automation saves time and enhances harvesting performance. The IntelliView™ IV color touchscreen monitor is fixed on a sliding rail which can move up and down the cab pillar to a position where the operator is comfortable. When compatible multifunction implements are connected, the IntelliView IV monitor automatically sets work pages for easier control and management of the machine. The optional RTS system uses GPS technology to map the rows on the IntelliView IV monitor, displaying harvested rows, missed rows and overlaps. Especially useful during night work and spraying applications.



PRESS RELEASE



Power and Comfort

Braud harvesters are powered by ultra-efficient FPT Industrial 4 and 6-cylinder Tier 4B HI-eSCR common rail electronic engines providing 144 to 182 horsepower. FPT Industrial NEF engines require no EGR valve solution, as engine only breathes fresh clean air. As a result, engine power outputs are equivalent to higher horsepower competitors that use EGR valves.

Operators also have the benefit of working inside the industry-leading Braud cab. With the Blue Cab™ 4 filtration system for safety, an ergonomic multifunction handle to control the harvester, plus comfort-enhancing features such as Bluetooth® radio, auto air conditioning, and more, make the Braud cab the benchmark for the industry.

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.

<http://www.newholland.com/na>

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