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New Holland T7.225 wins Tractor de España 2018 Award at FIMA show

- *The T7.225 Tractor de España 2018 takes control and comfort to a new level*
- *King Philip VI of Spain visits the New Holland stand*
- *New Holland at FIMA: a welcoming stand rich in new introductions*

New Holland Agriculture was awarded the Tractor de España 2018 title for the T7.225 tractor. The winning tractor was singled out for the award by a jury panel of industry experts in agricultural mechanisation, specialist trade publications and, by popular vote, farmers. Alessandro Maritano, New Holland Vice President EMEA, received the award at a ceremony held today at the FIMA exhibition in Zaragoza, Spain: "It is an honour for us to receive this award, especially because it reflects the recognition of both industry experts and farmers for the new T7 tractor, which introduces new features developed to ease the operator's life."

King Philip VI of Spain visits the New Holland stand

New Holland also received the visit of King Philip VI of Spain, who was welcomed on the stand by Carlo Lambro, New Holland Brand President, Alessandro Maritano, and Riccardo Angelini, New Holland Business Director, Spain. The Spanish monarch took the time to view the brand's extensive display, showing an interest for the wide range of products on show, and in particular the Dynamic Command™ transmission technology featured on the T6 DC. Carlo Lambro described to King Philip New Holland's activities and the role the brand has played in the mechanisation of Spain's agriculture in its long history with this country. He explained the advantages of belonging to CNH Industrial, a global leader in the capital goods sector that puts its considerable resources to the service of its brands, investing in research and development, cutting-edge manufacturing technologies and processes, and advanced logistics. He also mentioned the wider presence of the Group in Spain, with its manufacturing plants and R&D facilities in Madrid and Valladolid.

The T7.225 Tractor de España 2018 takes control and comfort to a new level

The award-winning model is the biggest of five models making up New Holland's new T7 standard wheel base range. It features the exclusive Auto Command™ continuously variable transmission that combines ease of use and smooth operation with the highest productivity in the market.



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The unique new CustomSteer™ feature introduces variable ratio steering concept to the T7, which results in effortless manoeuvring. These features come with ECOBlue™ HI-eSCR Nef engines that are fully compliant with the even more stringent Tier 4B emission standards and develop between 175-315hp(CV) whilst maintaining the outstanding fuel economy that is a hallmark of the T7 range. The T7.225 is the ideal tractor for the Hay and Forage professional.

New Holland at FIMA: an impressive display rich in new introductions

New Holland is attracting big crowds on its exhibition stand at FIMA, with an impressive display rich in innovation and new product introductions on its indoor and outdoor areas that extend over 3,500 square metres. The brand is launching into the Spanish market the award-winning CR Revelation™ combine that raises productivity to a new level, establishing the supremacy of the world's highest capacity combine. Also new at FIMA is the T6 Dynamic Command™, which anticipates farmers' demand for more efficiency by introducing the only 8-step semi-powershift transmission in this segment. The flagship FR920 Forage Cruiser making its debut at the show extends the brand's forage harvester range to deliver ultimate capacity with its powerful V20 engine, high performance crop intake and improved crop flow. Also on show are the new specialised tractors: the T3F, T4FB and T4LP, which consolidate once again New Holland's leadership and expertise in this segment. The FIMA show is also seeing the debut of New Holland's new offering of implements for Hay and Forage, and Tillage for Spain, which are displayed in a dedicated area. Finally the T4S, the new simple tractor that delivers the perfect balance between affordability and performance, is also present.

Riccardo Angelini commented: "We are very proud of this FIMA edition, which once again confirms New Holland's commitment agriculture by displaying one of the widest ranges of farming equipment in the market spread out over the 3,500 square metres of our indoor and outdoor stands."



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El prestigio de New Holland Agriculture se basa en el éxito de nuestros clientes: empresas de servicio, ganaderos, contratistas, viticultores o profesionales de los espacios verdes. Todos pueden contar con la más amplia oferta de productos innovadores y servicios: una gama completa, desde tractores hasta maquinaria de recolección y manipuladoras telescópicas, respaldada por los servicios financieros personalizados de un especialista en agricultura. Dispone de una profesional Red de Concesionarios en todo el mundo, que cuenta con el compromiso de New Holland para garantizar la máxima satisfacción de cada uno de los clientes. Para más información sobre New Holland, visite www.newholland.com

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Para mayor información:

Carlos Jiménez, Comunicaciones New Holland, 91.660.22.68,
email: carlos.jimenez@newholland.com