

New Holland showcases market leading tractor and baler offering at SIMA ASEAN 2016

- *New TT4.90 model extends the successful TT4 Series tractor range*
- *New Holland, a brand of CNH Industrial, is platinum sponsor of SIMA ASEAN*
- *New Holland displays its tractor and baler offering for the sugar and biomass industries*
- *New Holland pays tribute to its Ford legacy with historic Ford 5000 tractor on display*

Bangkok, 8th September 2016



New Holland Agriculture takes part in the SIMA ASEAN 2016 exhibition, which is held on 08-10 September in Bangkok, Thailand. As a brand of CNH Industrial, a global leader in capital goods, New Holland is supporting as Platinum Sponsor this key event for the agribusiness sector in South East Asia.

Mark Brinn, CNH Industrial Managing Director SEA, Japan, Pakistan, explains: “New Holland has a long history in Thailand and within the entire South East Asia Region. We have been working alongside farmers in this country since the late Forties, where our tractors bore the Ford name – and today we are the market leader for tractors above 70 hp and dominant player for balers. We are committed to being a long-term partner in the development of the region’s agricultural mechanisation. SIMA ASEAN is the perfect venue for us to show how we can support farmers and help them maximise the efficiency and profitability of their operations. We will be showcasing our wide offering of tractors and balers, which are particularly appreciated in the sugar and biomass industries and, very importantly, we are launching a brand new tractor model.”

Launch of new TT4.90 tractor extends TT4 Series

New Holland launches the TT4.90 tractor at the SIMA ASEAN 2016, extending the successful TT4 Series, which now includes 5 models ranging from 55 to 88 hp. The new model fits at the top of the range, offering an even bigger performance that combines power, fuel economy and ultimate versatility.

The TT4.90 is a clever mix of performance, technology and comfort. The Turbocharged and Intercooled 4-cylinder, 3.9-litre engine developed by FPT Industrial, delivers impressive power and 340 Nm maximum torque at 1400 rpm.

The wide range of transmissions that includes splitter and creeper versions, offers transmission speeds to suit every application, and the 10 transmission configurations available allow for a perfect match to every customer's needs.

The powerful 45-litre pump, mounted with a separate steering pump, delivers its full capacity regardless of load on the steering circuit. Farmers will appreciate the 2.1 tons lift capacity, which will enable them to pack more into every working day, handling the toughest jobs with ease.

The ground speed PTO - which matches PTO speed to ground speed - is particularly useful for biomass applications: when the bio composting machine is attached, this enables the operator to ensure that the slurry is churning at the right speed to foster growth of bacteria and optimise the rate of decomposition.

The spacious operator platform with flat deck and tiltable steering wheel provides a highly comfortable work environment for the driver.

Versatile and reliable tractors make short work of every job

On its outdoor stand at the SIMA ASEAN 2016 show, New Holland displays the TT4.75 tractor, launched in 2015 and the TT45 tractor. This is part of the TT Compact range, which is recognised for its strength and unparalleled versatility. It reliably delivers a big performance in a small package, and will make short work of big jobs with its outstanding power, Easy Shift transmission and big lift capacity.

On its indoor stand are the class-leading 110 hp TD5.110 available with factory fitted front loader, the 139 hp TS6.140 known for its rock-solid construction, brute power and simple maintenance, and the 213 hp T7060, tractor of choice for demanding arable and contract operations that need the greatest versatility.

New Holland also pays tribute to its heritage by displaying on its stand a historic Ford 5000 tractor, which has featured extensively in farms across Thailand for many years, contributing to the development of this country's agriculture.

Industry-leading balers to match every requirement

New Holland showcases its baler excellence, which are represented by a BigBaler Series large square baler and a BR6000 Series round baler. The brand, which has pioneered baling technologies, offers a wide range of balers capable of meeting all requirements.

The BigBaler delivers ultimate capacity and consistently high bale quality, which can be the deciding factor for customers competing for hay and biomass contracts. And with the efficient servicing and maintenance, productivity is further increased as the baler spends more time working in the field.

The BR6000 Series has a baler specification to match every need, depending on the number of bales to roll, the width of the swaths or windrows, the use of the bales for silage, hay or bedding purposes or the need to pack the silage as quickly as possible after rolling.

The best partner for the sugarcane and biomass industries

New Holland offers a wide range of tractors and balers that are very well suited to the sugarcane and biomass industries, for collecting, baling and transporting cane trash and other biomass crops for sustainable energy generation. In addition, the brand brings the extensive experience it has developed in its involvement in the biomass industry in Europe, North America, Brazil and India, where it works with industry-leading biomass operations. Currently it is also running a number of projects in Thailand to support the development of this industry in the country.

New Holland's long-standing involvement in the biomass industry derives from its commitment to a sustainable future for agriculture, which has led to the launch in 2006 of the brand's Clean Energy Leader strategy. It expresses New Holland's vision of sustainability, which is based on four key pillars: growing energy, which is how it supports farmers who grow and harvest biomass, biofuels crops and crop residues for energy generation; efficient productivity; sustainable farming which includes conservation farming practices; and committed company, which looks at how the brand runs its business and invests in solutions that reduce its impact on the environment.

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New Holland Agriculture - *New Holland Agriculture is a global manufacturer and seller of agricultural equipment. Its reputation is built on the success of its customers, cash crop producers, livestock farmers, contractors, vineyards, or ground-care professionals, who 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 guarantee the ultimate experience for every customer.*

More information can be found online at www.newholland.com

New Holland is a division of CNH Industrial N.V. More info at: www.cnhindustrial.com

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