

New Holland Agriculture hosts Advantage Training 2017 in South East Asia to help drive productivity gains across the region

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New Holland Agriculture has recently run an intensive two-week Advantage Training Camp at Thammasat University in Pattaya to help improve agricultural productivity in South East Asia.

The New Holland training was split into two sessions, with one week dedicated to Thai dealers and another week for New Holland distributors across South East Asia. More than 100 participants from Cambodia, Indonesia, Malaysia, Myanmar, New Caledonia, Pakistan, Papua New Guinea, the Philippines, Thailand and Vietnam attended the event, benefitting from New Holland's technical expertise to improve the performance and profitability of their machines.

Through intensive classroom-based lectures and practical in-the-field demonstrations, the attendees gained in-depth knowledge of the latest agricultural equipment and farming techniques. Training sessions showed how farmers can make best use of New Holland agricultural equipment to gain advantages over competitors' machinery in productivity, reliability, ease of maintenance, and ease of use. This knowledge can now be passed on by New Holland dealers and distributors to farmers looking to make informed decisions when investing in agricultural equipment.

Emre Karazli, CNH Industrial Business Director for Agriculture in South East Asia, Pakistan and Japan, commented: *"South East Asian farmers must have the best equipment to work with in order to increase their output and profitability. A combination of the best-in-class machinery and operating practices can make a massive contribution to their productivity. This Training Camp recognised the importance of fully understanding New Holland equipment's operational capabilities and competitive advantages."*

The most numerous machines in the training exercises were tractors: the 105-horsepower 7610S from the 10 Series, with outstanding pulling strength and lifting capacity; the range-topping 110-horsepower model from the TD5 series, popular for its high torque value, great day-long comfort and ease of use; the 140-horsepower model from the all-purpose, premium TS6 series, available with a wide range of options so that farmers can tailor their tractor to their work; the 47-horsepower TT45 from the three-cylinder-powered TT Compact Range, small tractors capable of taking on big tasks; the four-cylinder-88-horsepower TT4.90 from the versatile TT4 series, which redefined the economy tractor market; and the versatile and easy-to-use 47-horsepower TCR48.



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Attendees were also shown the operational advantages of the BR6090 Round Baler, whose 2-metre wide pick-up eases operation by making weaving unnecessary, and the BigBaler 1270 CropCutter, which has impressive throughput for high daily output and SmartFill™ technology to deliver uniform bales every time.

The training camp was the occasion for the participants to gain their first sight of the latest additions to New Holland's product line-up: the new TC5.30 combine harvester. First unveiled in February 2017, the new TC5.30 is a five strawwalker multi-crop combine which delivers best-in-class capacity, premium grain quality, and low ownership costs for high profitability. It has been designed to deliver impressive performance in a variety of crops and conditions and it offers the ideal combination of the lowest cost of ownership and the highest productivity in its segment. The TC5.30 benefits from New Holland's long history of harvesting excellence and it is the first multi-crop combine of this kind to be offered in South East Asia.

Furthermore, participants were introduced to New Holland new implement product lines, following the Company's 2017 acquisition of the agricultural grass and soil business of Kongskilde Industries. This deal broadened New Holland's product range, so that it now also offers ploughs, cultivators, seed drills, and grass harvesting and feeding products. Highlighting these new additions, the Advantage Training Camp featured Kongskilde rotavators, power harrows, and stubble cultivators.

In addition to the product workshops, New Holland opened each day of the training with an agronomics lecture. These classroom sessions looked at the science of soil management and production of three important crops in the region - rice, sugarcane, and corn.

Both New Holland distributors and dealers who attended the Training Camp were unanimous in their praise for the event. Ni NI Win, Marketing Manager from Convenience Prosperity Co. Ltd. (CPCL), New Holland distributor in Myanmar, said: *"The theoretical training has given us even deeper knowledge and more confidence when talking with customers about their needs. The practical walk-rounds of machinery brought that theory vividly to life. It was especially interesting for my company to see the new implements we will be able to market from the Kongskilde brand. We now can provide a complete solution - best machine plus the right implement - for farming all of our region's main crops, rice, corn, and sugarcane."*

Among Thai dealers, Wanlop Dechkoontod of Nonbunmak Tractor Ltd in Nakhonratchasima province, spoke for many guests when he said: *"My sales staff will now have a better understanding*

of the tractor engines and transmissions systems and the confidence to pass on this information to customers.”

In addition to its educational value, the Advantage Training Camp served as a valuable international networking opportunity for New Holland’s South East Asian staff, distributors, and dealers. The event brought together representatives from New Holland dealerships in Thailand and the South East Asia’s Distributor Network. From the distributorship side, **AGTL** in Pakistan; **Boroko Motors** in Papua New Guinea; **CIPAC** in New Caledonia; **CPCL** in Myanmar; **DKSH** in Vietnam and Cambodia; **Farmtrac**, **NAFAS** and **Sime Darby Industrial** in Malaysia; **LCG** in the Philippines; and **PT. Altrak 1978** in Indonesia participated in the event, together with CNH Industrial staff based across South East Asia - a glimpse of the truly international flavour of the New Holland brand, which has a presence in 170 countries worldwide.

New Holland distribution network ensures its customers around the world receive the purchasing advice, products and services they need to guarantee the success of their farming business.

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New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They 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 guarantees the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com

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