

PRESS RELEASE



New Holland Agriculture's advanced farming technologies showcased at All- Russia Field Day 2017

New Holland Agriculture presented its offering of harvesting products, high powered tractors and precision farming technologies at the show, held in Tatarstan from the 5th to 7th of July.

Kazan, 24 July, 2017

New Holland Agriculture participated in the agro-industrial exhibition forum All-Russia Field Day – 2017 in July, where it displayed a representative sample of complete farm mechanisation solutions and highly advanced precision farming technologies. The New Holland display included the new CX6090 Elevation combine harvester and a selection of New Holland tractors such as the T8.410 and the TD5.110 models, together with a full range of Precision Land Management (PLM®) guidance solutions.

The exhibition was opened by the Minister of Agriculture of the Russian Federation, Aleksandr Tkachev; the President of Tatarstan, Rustam Minnikhanov; and the Minister of Agriculture of the People's Republic of China, Han Changfu. More than 300 exhibitors participated in the event, offering their farming products and solutions for the agricultural industry.

"Highly competitive markets require farmers to have the best equipment to work with in order to increase their output and profitability. New Holland offers premium products and advanced technologies, a combination that can make a massive contribution to Russian farmers' productivity," said Mikhail Aboyan, CNH Industrial Business Director for Agricultural Equipment in Russia.

Intensive tests were conducted before and during the exhibition by the Volga Machinery Testing Station, which specialises in measuring the performance and productivity of agricultural equipment in the field. These recognised with high scores the power and efficiency of New Holland products.

Complete offering of farming products for the Russian market

New Holland's display at the exhibition represented its wide offering of combines and tractors developed for the specific conditions and requirements of Russian agriculture.

A star of the exhibition was the new **CX6090 Elevation combine harvester**, the upgraded model of New Holland mid-range combines. With increased capacity, best-in-class performance in all conditions and all fields, crop-to-crop versatility, and low operating costs, the new CX6090 Elevation combine harvester stands out for its flexibility and versatility. The rotary separator allows work to be conducted even in difficult harvesting conditions, such as clogged fields and high humidity. From livestock farmers who want quality straw to contractors and cash crop farmers who want to easily switch crops without compromising on performance and quality, it offers a solution for all.

The reliable and proven design of the CX6090 combine, with FPT Cursor 9 engine (8.7 litres), is enhanced in the new model by a unique triple cascade cleaning system. This simple yet innovative feature improves cleaning effectiveness by means of an extra cascade in the center of the grain pan, where an additional air blast removes large volumes of chaff and short straw ahead of the main sieves. The new Triple-Clean™ cleaning shoe ensures cleaning is not compromised when overall machine capacity is being used, increasing the combine's cleaning capacity by as much as 15%.

Also highly appreciated by visitors to All-Russia Field Day 2017 was New Holland's 340-hp **T8.410 tractor**, part of the T8 range, a popular choice among Russian customers which has become even better suited to Russian operating conditions following a number of design updates to the Cursor 9 engine and T8 architecture. New Holland T8 tractors' strengths are productivity and efficiency, thanks to Ground Speed Management, a software feature that allows T8 to find the optimum working speed, engine load and transmission gear in heavy draft work. The new CommandGrip™ multi-function handle now features positive feel controls and a thumbwheel to fine tune Ground Speed Management working in the field; in addition, the buttons are backlit for better night time visibility.

The new CX6090 Elevation combine harvester and the T8.410 tractor are both made in CNH Industrial's manufacturing plant in Naberezhnye Chelny and are the most popular New Holland products in Russia.

During the exhibition, New Holland also showcased the 110-hp **TD5.110** tractor. This has earned a good reputation among crop producers and livestock farmers, and is in demand with owners of small farms. Reliable and easy to maintain, the TD5.110 has a robust manual transmission and is designed for cultivation of crops, vegetables, plants used in industry, transport and loading operations. It is manufactured at the TürkTraktör plant in Ankara, Turkey, a joint venture between Koç Holding and CNH Industrial.

The range of New Holland Agriculture products was recently expanded with the acquisition of the Kongskilde brand, which produces seeding, tillage, hay and forage equipment. Visitors to the exhibition could evaluate the advantages of the **Germinator Pro7900** pre-sowing cultivator, the semi-mounted plow **Overum VMD 81080 XLD**, and the trailed **forage harvester FCT 1260**. New Holland Agriculture has combined its own experience and heritage with the experience of Kongskilde and its dealer network to provide its customers around the world even more innovative and complete solutions to their farming needs.

Complete offering of guidance solutions to farm with precision

New Holland Precision Land Management (PLM) is the brand's offering for guidance solutions that help maximise yields, control input costs and optimise profits. From lightbar manual guidance to integrated steering guidance, such as RTK with 2.5cm accuracy, PLM offers solutions that suit every farmer's individual needs. Intuitive, user-friendly interfaces allow operator's to achieve optimum productivity. The transfer of yield data from New Holland harvesters is easy and enables the operator to download and analyse yield data in order to fine-tune inputs and reduce costs. PLM Connect, New Holland's telematics system, enables fine-tuning of in-field work between machines to be synchronised from the comfort of the office. This ensures machinery management and logistics during harvest is efficient and timely.

Alexander Zaginaylov, CNH Industrial Head of Product Marketing, commented: "*New Holland's telematics system allows farm owners and managers to obtain data from the tractor anywhere the Internet is available. Sitting at home or in an office, it is possible to see in real time how a tractor or combine is working, to contact the operator and get all the parameters from the machinery. For fleet control and optimisation, this is a really useful and convenient capability for large agricultural producers and small farmers.*"

New Holland Agriculture is committed to delivering specialist equipment advice, tailored finance packages and in-depth machinery training for operators and technicians. Flexible financial solutions can satisfy the demands of different clients from big agro holdings to small farmers, which together with New Holland's first-class after sales service and parts availability with a 100% total satisfaction guarantee, provide the partnership that Russian farmers deserve.

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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 groundscare 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

New Holland Agriculture is a brand of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. More information about CNH Industrial can be found online at www.cnhindustrial.com

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