

New Holland Agriculture enters into direct distribution in Thailand

- Direct distribution structure and new branch opening in Bangkok
- Established presence with more than 120 years of agricultural heritage
- Stronger customer relationships for the future

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New Holland Agriculture, a brand of CNH Industrial, has announced that it is to take over full distribution of agricultural equipment across Thailand through its regional South East Asia hub in Bangkok. The change was made public to the brand's dealer network and the media. During the event New Holland Agriculture explained more about the organizational change and the beneficial consequences for its customers and dealers.

New Holland first entered the Thai market in the 1952 with the Ford brand, through a local distributor, moving to the current agreement with Asia Pacific Agricultural Machinery (APAM) in 2011. Following more than five years of this successful business partnership the two companies have mutually agreed to dissolve that agreement.

"Thailand is predominantly an agricultural economy and the country has still high potential for growth," said Mark Brinn, CNH Industrial Managing Director, South East Asia, Pakistan & Japan. *"We have worked hard to establish a positive brand presence in the market by ensuring our machines are efficient, productive and serve the growing needs of South East Asian farmers. APAM has been a valued partner for New Holland in the region."*

Direct distribution structure and new branch opening in Bangkok

With the introduction of additional tractor models and complimentary machinery, and in support of this new distribution structure, New Holland will open a branch in Thailand later this year. This outlet will offer additional training and after sales opportunities for customers as well as machinery sales.

"Every person on our experienced staff is committed to providing excellent customer service and producing high-quality products in the agricultural equipment business. We believe that New Holland will play an essential role for the Thai agricultural economic growth in the future and we aim to be a key player in Thailand offering our customers premium products and outstanding after sales services. By strengthening our distribution network we will ensure New Holland presence in the market will



reach the highest standards that our Thai customers deserve,” said Duanghathai Phongsaphan, CNH Industrial Country Manager, Thailand.

Established presence with more than 120 years of heritage

New Holland Agriculture has over 120 years of history. This year the brand will celebrate 100 years of tractor production, which started in 1917 under the name of Henry Ford, one of New Holland’s founding fathers. Much has changed in the 100 years since the Fordson Model F became the first truly mass-produced agricultural tractor. New Holland Agriculture has collected, passed on and developed Henry Ford’s revolutionary ideas in the agricultural mechanisation and today farmers around the world continue to benefit from more than a century of agricultural machinery knowledge and expertise.

New Holland Agriculture entered South East Asia with the first Fordson Major tractors to be imported to Malaysia in 1927. The brand currently has a broad offering capable of meeting the very different needs of Asian farmers, including high horsepower models and high specification tractors, widely present in Asia, plus smaller tractors for a comprehensive variety of applications in South East Asian territories.

“New Holland Agriculture is a leader in the high horsepower tractor market and has pioneered biomass collection,” said Emre Karazli, CNH Industrial Business Director, Agriculture, South East Asia, Pakistan & Japan. *“Thailand remains the biggest market in South East Asia for agricultural tractors and New Holland is a leading Western brand in this sector with popular models including the TT4.55, TT4.75, TCR48, TD5.110, the TT45, the 7610 and higher horsepower tractors. We plan to expand on this line-up, with a full range of balers, combine harvesters and implements, to grow the business of our dealers and to meet the needs of our customers throughout the region.”*

Stronger relationships for the future

New Holland has built a solid reputation and a loyal customer base over the years, due to the excellent quality of the products and the wide range of services that customers appreciate. By taking full control of distribution in Thailand, New Holland Agriculture will be even better placed to support its dealer network, offering direct access to spare parts and service and ensuring an improved flow of information, supply and competitive pricing.

As New Holland Agriculture embarks on the next stage of its development in the Thai market the brand will get even closer to its customers. It remains committed to delivering specialist equipment advice, tailored finance packages and in-depth machinery training for operators and technicians. Alongside the regional centre in Bangkok, the site will provide New Holland’s first-class after sales

service and parts availability with a 100% total satisfaction guarantee, providing the partnership that farmers deserve.

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

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

Press Contacts:

Francesca Mazza

New Holland Agriculture Press Relations, South East Asia

Ph: +66 2645 8100

Email: francesca.mazza@cnhind.com

Pornnapas Phaphuy

New Holland Network Development, Thailand

Ph : +66 2645 8171

Email: pornnapas.phaphuy@cnhind.com