

New Holland Agriculture Wins Multiple Awards at CIAME 2015

New Holland Agriculture today received the Gold Award for the T2104 and the Technology Progress Prize for the T1654 tractors at the China International Agriculture Machinery Exhibition (CIAME 2015). The brand also introduced a new model, the T2304.

Qingdao, October 26, 2015

New Holland Agriculture, a brand of CNH Industrial, is showcasing its range of agricultural equipment at the CIAME 2015 exhibition with a selection of its tractor offering and its well-known hay tools, including the FR 9040 forage harvester, the BC 5070 small square baler, BR6090 round baler and BB870 large square baler. Also on show were the award-winning T1654 and T2104 tractors as well as the new T2304 model all on display with their new styled decals to become standard on all China III certified units. These products are representative of the performance and quality that have taken New Holland to a leading position in the hay and forage and high horsepower tractor business in China.

On the exhibition's opening day the China Association of Agricultural Machinery Manufacturers (CAAMM), the China Association of Agricultural Mechanization (CAAM) and the China Agricultural Machinery Distribution Association (CAMDA) held the official awards ceremony, when New Holland Agriculture received the Gold Award for the T2104 tractor and the Technology Progress Prize for the T1654 tractor.

The New Holland T1654, Technology Progress Prize

The excellent power-to-weight ratio of the New Holland T1654 and the possibility to choose different wheels and ballast configurations make it an appealing tractor for many tasks, from PTO applications like baling to heavy draft tillage typical of the various Chinese farming environments.

The New Holland T1654 engine combines an electronically controlled high-pressure common-rail with turbocharging technology to deliver a rated power output of 165hp. A unique feature in the market, the Engine Power Management (EPM), delivers a power boost of up to 36hp, bringing the max power to 201hp, further improving the T1654 productivity and performances particularly in PTO applications.

The T1654 features the Range Command Semi-Powershift transmission, which enables six clutchless gearshifts within the range. A programmable forward/reverse shuttle can preselect the gears to use when manoeuvring at the headland.

For PTO driven equipment, such as balers, the T1654's Engine Speed Management ensures forward or PTO speed is precisely controlled independent of variations in load. Two working speeds can be



programmed: for field work and headland turns, and they can be conveniently selected using a switch on the transmission controller.

**The New Holland T2104, Gold Award Winner
(213 hp)**

The productivity and efficiency of the T2104 tractor encompass the very best of New Holland's innovative technologies. Its engine combines electronically controlled high-pressure common-rail with turbocharging technology. With the IntelliShift™ feature selected (automatic shift function) the transmission reacts to the working conditions quickly and efficiently by changing gear to match the workload thus keeping the tractor working at its optimum. The four-wheel drive system with Terralock™ locking differential improves overall traction.

Power and torque are available from low engine speeds to provide fast engine reaction and unrivalled pulling power. A flat torque curve rises by up to 45% while the power boost facility, as for the T1654 a unique feature in the market, provides up to an additional 37hp for PTO and transport applications thanks to the T2104's advanced Engine Power Management system.

This superior power plant coupled with the Power Command 18 speed full powershift transmission, make the T2104 almost unrivalled for performance in its power class.

**The New New Holland T2304 tractor
(230 hp)**

- 'Whisper-quiet' engine delivers instant power at as low as 69 dBA in the cab
- Full Powershift transmission with IntelliShift™ technology for smooth operation
- Terralock™ traction management enhances productivity
- Horizon™ cab for the highest comfort and superb visibility

New Holland's T2304 tractor is the new highest horsepower member of the New Holland tractor family, ranging from now from 110 to 230hp, and designed to deliver class-leading power, performance, control and comfort.

The T2304 is equipped with a FPT Industrial NEF 6.7L, 6 cylinder, turbocharged and intercooled common rail Tier 3 engine delivering 230 rated power horsepower at 2,200 engine rpm.

Access to the engine bay is enhanced by the radiator's swing-out design, allowing easy inspection and maintenance. T2304's productivity is further increased by doubling oil and filter service intervals to 600 hours.

The T2304 features a full powershift transmission which allows the operator to change gear and speed effortlessly without any interruption. Transmission controls sit easily at the operator's right hand and can be adjusted to the optimum position. A convenient left-hand powershuttle allows headland turns to be easily performed.

New Holland's advanced transmission management technology enables the T2304 to perform intelligently. The smart IntelliShift™ software measures torque at the flywheel and adjusts clutch engagement based upon the load and speed, resulting in a smooth shift under load. Auto Shifting thresholds can be adjusted to suit all tasks in field mode, whether it is PTO or draft work. For the road mode, the pull away gear is easily changed to match heavy or light loads.

Terralock™ technology adapts to a wide range of conditions, automatically engaging front and rear differential locks to maximise traction and control the four wheel drive through a steering angle sensor.

The Horizon™ cab is a comfortable working environment with an easy-to-read instrument cluster and ergonomically laid out controls. Implement control has never been easier thanks to the T2304's highly accurate electronic draft control.

Customers will immediately appreciate the smart and purposeful styling of the new T2304, and recognise the continuation of New Holland's tractor family features. The sloping bonnet, offset exhaust and large glazed area in the cab provide excellent visibility for the operator. The one-piece glass door offers wide access and unobstructed views while adding to the sense of space and openness within the cab.

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 and 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

For more information contact:

Asia Pacific Press Office

Tel: +39 011 008 6346

Email: media.apac@cnhind.com