

New Holland Agriculture Ranks Highest in Customer Service among Tractor Brands in India

New Holland receives the Award for the highest ranking in Customer Service among tractor brands in the 2015 India Tractor Customer Service Index (CSI) StudySM by J.D. Power Asia Pacific – one of the top 15 global market research companies in the world – with a score of 794.

New Delhi, 25 March 2015: J.D. Power Asia Pacific awarded New Holland Agriculture with the India Tractor Customer Satisfaction award. This recognition is testament to New Holland's committed efforts to provide its customers with the best after sales service.

New Holland ranked highest in the India Tractor Customer Service Index with a score of 794, above the industry average of 774. The study was based on responses from 4,789 owners in India who purchased a new tractor between July 2012 and November 2013. The studies were fielded between July and November 2014 in 14 states across India.

The India Tractor Customer Service Index Study measures customer satisfaction with the after-sales process at authorised service centres among tractor owners. Overall customer service satisfaction is based on a combined score of the service satisfaction index and parts operation index. The service satisfaction index examines satisfaction in four key measures (listed in order of importance): service quality; service initiation; service engineer; and service handover. The parts operation index examines satisfaction across five attributes, including availability of parts, speed of parts delivery and parts value for money, amongst others.

J.D. Power Asia Pacific annual awards are looked upon as the benchmark in the Indian automotive industry and this reputation has now transferred successfully to the tractor segment. J.D. Power's foray in this segment examines the product performance and service provided to tractor customers for the first time. Their data and insights are used by companies to improve quality, satisfaction and business performance, and by consumers to make more informed purchase decisions.

Notes to the editors:

New Holland is present in India with a manufacturing complex in Greater Noida that also comprises a Research & Development centre and a Training centre for dealers and customers. It offers a wide range of products, from tractors (35 to 90 hp) to balers, providing complete solutions for farming. It supports its customers throughout the Indian Territory with a network of more than 950 customer touch points.



PRESS RELEASE



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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