

Basildon, 30th May 2018

New Holland appointed Official Partner to the Goodwood Estate

New Holland Agriculture, as part of the CNH Industrial group, is an Official Partner to the Goodwood Estate, the unique sporting estate in West Sussex.

Home to the Dukes of Richmond since the 1690s, and centered around one of the UK's finest Jacobean Grade I Listed country houses, CNH Industrial was the natural choice as an Official Partner for the Goodwood Estate. Given its vast portfolio of activities, which range from organic farming, a luxury hotel and a gourmet farm-to-fork restaurant through to its world-class motorsport events the Festival of Speed and Revival, golfing and horseracing venues, CNH Industrial was a natural choice for the Estate's varied requirements thanks to the product diversity of its brands. Furthermore, CNH Industrial's commitment to sustainability was a deciding factor: having been named Industry Leader in the Dow Jones Sustainability World and Europe Indices for the last seven years.

Goodwood Home Farm, part of the estate, is one of Europe's oldest and largest lowland organic farms and New Holland Agriculture is providing a range of modern agricultural equipment, focused on improving the productivity and efficiency of the farm. Furthermore, the brand is introducing Precision Farming technology, and as a result, the Estate will benefit from a greater level of agronomic information. The brand's tractors, combine harvesters, telehandlers and hay and forage equipment are used on a daily and seasonal basis in both arable and livestock environments.

For the New Holland brand, the partnership represents a proud opportunity to showcase the product range in superb surroundings and invite existing and future customers to the Estate.

A key factor in determining the success of the partnership is also the common focus on sustainability values – with New Holland being globally recognized as the 'Clean Energy Leader' and the Estate being one of the largest lowland organic farms in the UK. Synonymous with class and prestige, the Estate prides itself on being surrounded by rolling countryside, where the New Holland blue tractors and yellow harvesting equipment fit perfectly into this jigsaw.



PRESS RELEASE

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



Goodwood is a unique sporting estate set in 12,000 acres of beautiful West Sussex countryside. Owned by the Dukes of Richmond since 1697, it has become famous for its thrilling motorsport events and spectacular horseracing. Goodwood also has an organic farm, four restaurants, two 18-hole golf courses, The Cass Sculpture Foundation park, the Kennels private members club, an aerodrome, a health club, a hotel and Hound Lodge, a 10-bedroom luxury retreat. Goodwood Home Farm is one of the largest lowland organic farms in Europe and its dairy herd was one of the first in the country to be 100% organically fed. The estate produces award winning beef, pork, lamb, cheeses, lagers and ales. More information can be found on www.goodwood.com

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