

New Holland presents new products for Thailand at SIMA ASEAN 2018

- *TC5.30 Conventional Combine delivers best-in-class capacity with low running costs*
- *T6000 Series Tractor is the perfect solution for heavy duty operations*
- *More than a century of innovation and a long-established presence in Thailand*

Bangkok, 6th June 2018

New Holland Agriculture, a brand of CNH Industrial, will showcase two new machines at the SIMA ASEAN 2018 exhibition in Bangkok, from 6-8 June.

The **TC5.30 combine** and the **T6050 tractor** are the newest additions to New Holland's product offering for Thai customers. The two machines are being showcased in response to the growing needs of local customers in the market.

Duanghathai Phongsaphan, Country Manager at CNH Industrial Thailand, commented: "*New Holland's presence at SIMA ASEAN is a reminder that productivity can only be maximised if farmers have the best equipment to work with. The latest additions to our product range show that New Holland is able to meet the needs of every kind of farm and that we are committed to being a long-term partner in the development of the country's agricultural mechanisation.*"

TC5.30 combine delivers high profitability

The new TC5.30 combine is the first multi-crop combine of its kind to be offered in Thailand. This machine is designed for impressive performance with a wide variety of crops (including paddy rice, with tracks-ready version available) in even the toughest working conditions. The TC5.30 delivers best-in-class capacity, premium grain quality, plus outstanding fuel efficiency and low ownership costs for high profitability.

When combined with the 15-foot high-capacity grain header, the TC5.30 maintains high daily output with first-class harvesting performance. The combine's optional three-drum technology, with Rotary Separator and Multi-Thresh™ concave, increases separation capacity even in difficult crops with long and green straw, and the standard double-cascade cleaning shoe ensures extraordinary cleaning capacity and excellent grain samples in all crops. For convenient operation, the large, 3000-litre grain-tank extends in-field autonomy.



PRESS RELEASE

T6000 Series tractor: perfect for heavy-duty operations

T6000 Series tractors offer proven performance in a value package and are a natural choice for both arable and livestock farming. They are perfect for heavy-duty jobs, such as tillage ploughing on dry land for crops such as sugar, cassava, potatoes, and maize, as well as being well-suited to pulling balers. The T6000 Series complements raw power with superior control, with the latest electronic conveniences and push-button simplicity. The model being introduced to Thailand, the T6050, has a 128 hp 6.7-litre six-cylinder diesel engine with intercooled turbocharger.

More than a century of innovation and a long-established presence in Thailand

New Holland Agriculture's heritage stretches back to **1895**. Since then, its history has been one marked by continuous innovation and dedication to making agriculture easier and more productive for the world's farmers. Founders include Henry Ford, the man who mechanised global agriculture and brought agricultural tractors to the masses.

More than 100 years have passed since the first Ford tractor, the Fordson Model F, entered production in **1917**. This represents an important milestone for the entire history of farm tractor development. New Holland Agriculture has collected, passed on and developed Henry Ford's revolutionary ideas in 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 can trace its origins in South East Asian markets back to **1927**, when the first Fordson tractor was imported to Malaysia, and first entered the Thai market in **1952**.

Since then, New Holland has established a positive brand presence in the region by ensuring its machines are efficient, productive and serve the growing needs of South East Asian farmers who can benefit from a century of tractor knowhow, put at the service of modern agriculture.

In **2017**, New Holland further strengthened its presence in Thailand with the opening of the new CNH Industrial legal entity in Bangkok's Bang Na district. This site was established to better serve the brand's Thai customers. Furthermore, it operates its regional headquarters for South East Asia, Pakistan and Japan in Bangkok's Sathorn district.

New Holland Agriculture is a leader in the high horsepower tractor market and has pioneered biomass collection. Thailand remains the biggest market in South East Asia for tractors and New Holland is a leading Western brand in this sector with popular models including the TT45, TCR48, TT4.55, TT4.75, TD5.110, the 7610 and higher horsepower tractors.

By expanding its line-up, with the new **TC5.30 combine** and the **T6050 tractor**, New Holland aims to meet the growing needs of Thai customers and to promote agricultural mechanisation in the country.

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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 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

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