

The power of sport shines through New Holland Agriculture's training camp

- *Intensive training camp organised in the Voronezh region*
- *Broad product offerings showcased to Russian market*
- *First Russian presentation of Guardian™ Self-Propelled Front Boom Sprayer*

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New Holland recently hosted a training camp in the Voronezh region of Russia in which customers and dealers tested the brand's machines in real field conditions and attended master classes which will help improve agricultural productivity. The event was inaugurated by the New Holland Spartakiade, the brand's initiative dedicated to sporting activities, and took place in Verhnyaya Khava on the fields of Agroservice Contractor, where New Holland machines have been operating since 2010.

Whereas in agriculture the most up-to-date technologies are necessary to be competitive, in sport athletes need outstanding personalities to win: perseverance to achieve the goal, plus diligence, strength and determination, are all essential qualities. With this same competitive mindset, New Holland is committed to providing solutions that improve farming efficiency and productivity, helping farmers achieve record yields.

At the opening ceremony Sergei Vasilenko, Head of Verhnyaya Khava Administration, stated: "This kind of event is taking place in our district for the first time, and I would like to express my gratitude to New Holland Agriculture for organising today's Field Day."

Broad product offerings showcased to Russian market

During the Field Day, New Holland and the brand's official dealer in the Central Federal District, Agro-Nova Company, presented a broad portfolio of agricultural equipment for soil preparation, hay and forage, harvesting, crop, transportation and special tasks.

All customers and dealers had the opportunity to test first-hand New Holland machines and their applications in various tasks, to attend master classes giving insights into the most effective methods of soil cultivation, to practice teamwork in the preparation of pressed feeds, and to see how to increase harvesting productivity using the latest technologies.

In field demonstrations, New Holland presented the **TD5.110** tractor with the **STOLL** front loader; the **T7060** tractor with the **Överum CX 5975 F** plough; the **T8.410** tractor with the **Kongsilde Germinator Pro** cultivator; the **T7060** tractor with the **Roll Baler 125 Combi** round baler; the



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T6090 tractor with the **Roll Belt 150** round baler; the **T7060** tractor with the **Roll Belt 180** round baler; the **T8.380** tractor with the **Big Baler 1290 Plus** big square baler, which can produce up to 110 bales per hour; the **FR500** self-propelled forage harvester; the flagship **T9.505** tractor with the **IntelliTurn** intelligent automatic end-of-row turn system; and the self-propelled **Guardian** sprayer with the front boom, which has been eagerly awaited in Russia. In other demonstrations, the world's strongest crop competitor team presented the **CX6.90** and **CX8.80** combines, plus the **CR-series** combine harvester, with a unique twin rotor threshing system, which in 2014 set a Guinness World Record for harvesting efficiency. Earthmoving machines from New Holland Construction brand were also on display.

After the presentation of technologies for agricultural producers, a week-long training programme was run for salesmen and service engineers of the New Holland dealership network in Russia and the Republic of Belarus. Here the New Holland team revealed the secrets of maximum efficiency and introduced cutting-edge New Holland technologies. Participants experienced test drives and had the opportunity to make detailed fact-based comparisons which confirmed the competitive advantages of New Holland technology, including PLM autoguidance solutions.

Mikhail Abovyan, Business Director for Agricultural Equipment in Russia and the Republic of Belarus, said: "Participants informed us they found the training programme very helpful. In addition to demonstrating the capabilities of New Holland machinery in real field conditions, this was an opportunity to get fully acquainted with the latest innovations on the market and was a useful forum for exchanging experiences and opinions."

New Holland presents new Guardian™ Self-Propelled Front Boom Sprayer

One of the most anticipated new developments was the self-propelled New Holland **Guardian** sprayer. For training in Voronezh, this machine was provided by the Cherkizovo agro holding, where the machine has already proved itself as robust and effective. The new sprayer will be available for Russian farmers from autumn 2018.

The Guardian is the only professional sprayer on the market with a clearance of 1m 93cm and can spray any culture in the late stages of development. The Guardian can complete urgent tasks such as pest control or top-dressing with absolute precision, thanks to the front position of the smart boom. Nozzles are located behind the boom so that the operator has a complete, unrestricted view of every nozzle.

The new Guardian sprayer is equipped with a reliable FPT Industrial Cursor 9 engine with a rated output of 380 hp and has a stainless-steel tank with a capacity of 5,300 liters for unsurpassed plant protection. With a high-performance centrifugal pump combined with a state-of-the-art control terminal, the Guardian can do its job perfectly at speeds of 25-30 km/h.

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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

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