

New Holland Agriculture donates TT55 tractor to King Mongkut's Institute of Technology Ladkrabang in Thailand

New Holland general-purpose tractor TT55 contributes to the skills-development of engineers in the agricultural and industrial machinery sectors.

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New Holland, a brand of CNH Industrial, has recently donated a **TT55 tractor** to King Mongkut's Institute of Technology Ladkrabang (KMITL) to support the higher education and Agricultural Engineering program offered by the Institute's Faculty of Engineering.

KMITL was founded in 1960 and today is one of the most recognised research and educational institutions in Thailand. The New Holland TT55 tractor will contribute to the training and preparation of some 100 students and engineers in the agricultural and industrial machinery sectors every year. New Holland will also provide students with training materials and servicing support.

The TT55 is a general-purpose tractor, capable of meeting a wide range of demands and providing great value to farmers. Simple, reliable and affordable, it has been proving to be the perfect partner for small farms across Thailand, yet robust enough to be used as utility tractor in any farming business. An outstanding feature that this tractor has to offer is the full range of PTO speeds to match every farming need. The impressive lifting capacity, up to 2,000kg, is the best in class in its segment.

The handover ceremony was held at the Faculty of Engineering at KMITL, in Bangkok. The event was attended by Emre Karazli, CNH Industrial Business Director, Agriculture, for South East Asia, Pakistan & Japan; Duanghathai Phongsaphan, Country Manager at CNH Industrial Thailand; and Associate Professor Dr. Komsan Maleesee, Dean of the Faculty of Engineering. Other distinguished guests included Dr. Vasu Udompetaikul, Head of Department of Agricultural Engineering; Associate Professor Dr. Prasan Choomjaihan; Dr. Jitraporn Kangsawat, Administrator of Department of Agricultural Engineering as well as other senior representatives from both organisations.

During the ceremony, Emre Karazli, CNH Industrial Business Director, Agriculture, South East Asia, Pakistan & Japan, commented: "In its continuous efforts to contribute to society and support training and education, New Holland Agriculture donates this tractor to promote the development of agricultural engineering personnel in Thailand. We are committed to being a long-term partner in the development of the country's agricultural mechanisation".

"We are delighted to contribute to the process of skill-development of young people and professionals in Thailand, supporting the King Mongkut's Institute of Technology Ladkrabang. This is in line with CNH



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Industrial's belief in the central role of training and in sharing its expertise with the local communities. We take pride in donating our New Holland tractor to the Institute and we hope to continue our cooperation on many other projects", added Duanghathai Phongsaphan, Country Manager at CNH Industrial Thailand.

Associate Professor Dr. Komsan Maleeseen, Dean of the Faculty of Engineering stated: "We are glad to be receiving the support of CNH Industrial and its brand, New Holland, a global leader in agricultural equipment. Over the years we have established a successful partnership between the Company and the Faculty, promoting internship and hiring programs, and other important educational initiatives. In the future, we hope there would be even more opportunities for collaboration with our students."

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.

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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 groundscare 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

Press Contacts:

Nutthapak Choonikorn

New Holland Agriculture Communication Specialist, Thailand

Email: nutthapak.choonikorn@cnhind.com

Phone: +66 2494 8226

Francesca Mazza

New Holland Agriculture Press Relations, South East Asia

Email: francesca.mazza@cnhind.com

Phone: +44 (0)7841568487