



## New Holland Announces Partnership Agreement with Custom Vehicle Builder and Social Media Personality Dave Sparks aka 'Heavy D'

**New Holland, PA** (November 15, 2018) – New Holland has formed a year-long strategic relationship with Dave Sparks, also known as 'Heavy D', who is an entrepreneur, custom vehicle builder and social media personality. Sparks also stars in the Discovery TV series, *Diesel Brothers*.

"Partnering with Heavy D was a natural choice – he has been a user of New Holland Construction equipment for years," says Kimberly Weidman, Brand Marketing Communications Manager for New Holland, North America. "Additionally, Heavy D cares deeply for his family, community and charitable efforts, which reflect the values of the New Holland brand."

Sparks is using a variety of New Holland [Agriculture](#) and [Construction](#) equipment at his Salt Lake City-based shop, at his new home construction site, and his community-focused land development project, Fremont Island, in Great Salt Lake.

"New Holland's equipment is top-notch – it's the perfect blend of innovation, operator comfort and power to get the job done," says Sparks. "I've been a fan of their equipment for a while and am excited to be welcomed into the New Holland family."

To learn more about New Holland products and services, visit the [New Holland Agriculture website](#) and [New Holland Construction website](#).

### **About New Holland**

*New Holland Agriculture and New Holland Construction sell and service an innovative line of agricultural and construction equipment, including a full line of tractors, hay and forage equipment, harvesting, crop production, skid steer and compact track loaders, compact wheel loaders, tractor loader backhoes and mini excavators. Sales, parts and service are provided by more than 1,000 New Holland dealers throughout North America. More information on New Holland can be found at [www.newholland.com/na](http://www.newholland.com/na).*

*New Holland is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at [www.cnhindustrial.com](http://www.cnhindustrial.com)*



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**For more information, contact:**

Chris Ballentine  
New Holland, North America  
[Chris.Ballentine@NewHolland.com](mailto:Chris.Ballentine@NewHolland.com) | 717-355-4507

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