

New Holland Agriculture launches new TT3.50 tractor in Thailand

- *50 hp high-value and high-versatility tractor is suitable for many crops*
- *New tractor will help meet the need for more widespread agricultural mechanisation*
- *New Holland counts more than a century of innovation in Thailand*

Bangkok, 31st January 2019

New Holland Agriculture, a brand of CNH Industrial (NYSE: CNHI / MI: CNHI), has launched its **TT3.50 tractor** in Thailand. The new 50 horsepower model, which meets the farmers' growing need for tractors with great value and versatility, was presented to the media at a press launch event held today at the W Bangkok Hotel.

The TT3.50 is a true multipurpose tractor and due to this fact, is expected to become an all-around favourite in Thailand. In addition to being ideal for work in shallow paddy rice fields, the TT3.50 is equally well-suited to many dry-land applications, working with crops such as sugarcane, cassava, and maize. The TT3.50 will also be a logical choice for palm oil plantations, because it is exceptionally capable in haulage tasks and lifting, and useful in livestock work because of its independent PTO.

Emre Karazli, CNH Industrial Business Director, Agriculture, South East Asia, Pakistan & Japan, commented: "Thailand's agriculture sector has made great progress, but there is still the need for further modernisation through mechanisation. The design philosophy of New Holland's new TT3.50 tractor – value and versatility – recognises how important this is. The TT3.50 is an exciting new addition to the Thai market, offering another mechanised solution to help farmers improve productivity."

A tractor designed by farmers, for farmers

In creating the new TT3 tractor range, New Holland consulted extensively with customers and took careful account of their feedback and input. Because of this, the TT3 was in part designed by farmers, for farmers. The result is a tractor characterised by modern styling, with rugged and robust structure, outstanding operator comfort, efficient power, and unsurpassed performance from a compact package.

Key New Holland styling cues have been integrated into the TT3. 'Cat eye' lights make the TT3.50 instantly recognisable as a New Holland tractor, as well as ensuring a wide spread of bright light when working into the night. The hood is constructed as a single-piece which can be opened easily for convenient access for routine maintenance.



Under the TT 3.50's hood is a modern, three-cylinder, 2.7-litre direct fuel injection engine which produces 50 hp and 180 Nm of torque. The engine's torque curve is designed to match the most common operating profiles in order to get the power to the ground more efficiently. The mechanical PTO, with power at the rated speed of 42.4 hp (31.6 kW), delivers robust and reliable performance. The standard 8x2 mechanical transmission has eight forward and two reverse gears, ideal for the majority of in-field applications. The optional 8x8 mechanical Synchro Shuttle™ transmission offers a further six reverse gears, perfect for extensive loader, front blade or puddling activities.

The TT3.50's Category I/II lifting capacity – aided by two external lift rams and a separate pump for the hydraulics and the steering – is an impressive 1800 kg, the greatest among 50 hp tractors. This means the TT3.50 can work with a wide range of heavy implements. Heavy work is also made easier and safer by the big front tires and long wheelbase, which improve traction force and stability. The heavy-duty rear axle, typically seen only on bigger tractors, transfers force to the wheels with minimum power loss and features wet-braking with OIDB (Oil Immersed Disc Brake) technology for more efficient stopping performance. The industrial-standard front axle has been used for decades on New Holland product lines in Thailand, and it can stand up to just about any heavier load applications like front blades and front loaders. On top of the industrial-standard axle, which maximizes traction performance, a new short-turn sealed axle (Portal) has been designed with rice cultivation in mind. This sealed design and the high-lug tyres are the perfect package for paddy fields.

The TT3.50's versatile abilities mean that it can be used with a wide range of implements: disc plough, poly disc, rotavator, sugarcane planter, maize seeder, and cassava seeder, among others. The TT3.50 can also use specialised implements which require reverse and ground speed PTO. Draft control automatically adjusts implement height and New Holland's Lift-O-matic control automatically resumes the previously-set height level. These features allow the TT3.50's operator to accomplish work more easily and quickly.

The TT3.50 also makes a long day's work easier by having class-leading ergonomics and a redesigned seat with integrated suspension and extra cushioning for ultimate comfort. The tractor's semi-flat platform additionally benefits operator comfort by affording more space.

Mechanisation is needed to improve productivity

The Food and Agriculture Organization of the United Nations (FAO) reported in May 2018 that Thailand's agricultural exports "have made a significant contribution to the country's continuous growth" but warned that "a number of challenges threaten food security." The FAO noted "the



importance of increasing agricultural productivity and competitiveness” and reported that “agricultural productivity levels still remain below regional averages.”

Two of the challenges facing Thailand, according to the FAO, are “a lack of modern technology and limited knowledge of modern farming techniques.” These are matters of increasing urgency, because “to sustain the current level of GDP growth during the next 10 years, Thailand will have to double its productivity growth to compensate for having fewer workers.”

To ensure farmers have market-leading support, in 2017 New Holland took full control of the distribution of its agricultural equipment across Thailand and inaugurated 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, New Holland operates its regional headquarters for South East Asia, Pakistan and Japan in Bangkok’s Sathorn district.

New Holland dealers in Thailand support farmers with a full range of competitive and flexible finance packages made available by CNH Industrial Thailand, together with finance provider G-Capital. Farmers are additionally provided with the training, technical advice and maintenance support they need, helping farms improve productivity at the same time as reducing servicing costs and downtime.

A long-established presence in Thailand

New Holland Agriculture first entered the Thai market in 1952 and can trace its origins in South East Asia back to 1927, when the first Fordson tractor was imported to Malaysia. The brand’s heritage stretches back even further, to 1895, and its founders include Henry Ford, the man who mechanised global agriculture and brought tractors (as well as motor cars) 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.

Thailand is 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, 7610, T6050**, and now also the new **TT3.50**.

[ENDS]

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



Press Contacts:

Francesca Mazza
New Holland Agriculture Press Relations, South East Asia
Email: francesca.mazza@cnhind.com
Phone: +44 (0)7841568487

Bheerati Ongsuragz
New Holland Agriculture Marketing Manager, Thailand
Email: bheerati.ongsuragz@cnhind.com
Phone: +66 65 518 7603

PRESS RELEASE