

New Holland launches GENESIS® T8 Series tractor with PLM Intelligence™

Unveiling the next generation of fully integrated Precision Land Management solutions

New Holland, PA (Feb. 13, 2019) – New Holland Agriculture announced today the new GENESIS® T8 Series tractor with Precision Land Management (PLM™) Intelligence (New Holland's intuitive precision farming platform) built in-house from the ground up.

The new GENESIS® T8 with PLM Intelligence™ is designed to adapt to every individual farmer's unique needs. With features ranging from advanced connectivity between operators, vehicles, advisors and dealers to improve productivity and reduce downtime, to customizable controls, improved visibility and enhanced comfort.

"The GENESIS T8 with PLM Intelligence has been carefully engineered to meet the needs of our customers. Based on firsthand input from farmers in the field, we've created a tractor that's literally built for the way they work," says Ken Paul, product marketing manager for New Holland, North America. "The reimaged cab design offers the most comfortable and convenient driver experience, and next-generation intuitive controls that can be easily customized to the tasks at hand."

Customizable controls allow every operator to adjust based on their unique preferences and requirements. The all-new cab features more accessible storage, increased power ports and vents, egress lights, and an ergonomic seat for optimal comfort.

The in-cab experience has been enhanced to remove obstructions and ensure maximum visibility. The new InfoView™ monitor is positioned in direct line-of-sight on the dash so you can keep your eyes on the horizon ahead. Strategically placed cameras make it easy to navigate in and out of traffic and keep your eyes on in-field work as well. New 360-degree LED work lights turn night into day, delivering up to 25 percent more visible light for greater awareness of surroundings while operating.

The new GENESIS T8 with PLM Intelligence features personalization at its best. From the ergonomic new SideWinder™ Ultra armrest to the IntelliView™ 12 monitor that delivers enhanced visibility and control, operators have the ability to adjust key features and functions to their individual preferences.

But the most innovative features extend far beyond the cab with the complete integration of New Holland's advanced PLM platform. "New Holland's approach to precision farming solutions can be summed up in four words," says Luke Zerby, PLM product marketing manager for New Holland, North America. "Open, Connected, Smart, Supported. PLM Intelligence maximizes all of these, utilizing ISOBUS CLASS III technology to keep you completely connected through MyPLM™Connect and APIs to share and analyze your data, and now to enhance support functionality through one's local New Holland Dealer. This is all through a simple tablet-based user interface, allowing the farmer to do more, and do it easier than ever before."



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The GENESIS T8 with PLM Intelligence will be at the following 2019 trade shows for an exclusive first look: [World Ag Expo](#), [National Farm Machinery Show](#), [Commodity Classic](#) and [Canada's Farm Progress Show](#).

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.



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

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