

New Holland Agriculture delivers 110 tractors to Uganda

Kampala, 25 March 2019

New Holland Agriculture, through its local distributor in Uganda, The Cooper Motor Corporation (U) Ltd Uganda (CMC) has been selected by the National Agricultural Advisory Services (NAADS) to supply 110 units of tractors. The machines were recently handed over during a ceremony held in Kampala, Uganda, which was attended by the President Museveni, agricultural ministry officials and senior representatives from New Holland Agriculture and CMC Holdings. Vincent De Lassagne, General Manager for Middle East, Africa and Pakistan at CNH Industrial and Alex Courtois, Al-Futtaim Group CFO of Sub Saharan Africa were also present at the ceremony.

Vincent De Lassagne said, "New Holland Agriculture shares the Ugandan government's commitment to promoting agricultural mechanisation. The tractors we are supplying from our plants in India will be a big help in modernising and upgrading farming practices."

"We work with our local dealer network to ensure they provide the best service to Ugandan farmers and contractors. For the future, New Holland Agriculture and CMC Motors Group will continue to cooperate to deliver the quality, productivity, efficiency, reliability and satisfaction that our customers with highly specific requirements deserve. Our common objective is to provide the best possible products and services," he concluded.

Uganda is one of the fastest growing economies in Africa and its agricultural growth is helping the country's progress. With the aim of improving the agricultural sector and the sustainable development within the country, New Holland Agriculture delivered 70 units of TT40 4WD tractors and 40 units of TT65 4WD tractors. New Holland Agriculture will also provide training in the operation and maintenance of the vehicles to ensure that the investment in the new machinery delivers the highest possible returns.

The New Holland TT Compact tractor is built on solid New Holland heritage and delivers the performance that would be expected of a much bigger tractor. New Holland TT tractor models also far exceed expectations with outstanding power, speed, lift capacity and economy. The TT Compact and TT Series tractors are perfectly integrated with the existing New Holland offering, so customers will benefit from an even broader choice when selecting the machine that best fits their needs. The brand's aim is to create a sustainable future for agriculture and be a driving force in the Middle East & Africa region.



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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

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



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