

## New Holland Agriculture hosts East Africa Training Camp 2019 in Kenya

Nairobi, 18<sup>th</sup> November, 2019

New Holland Agriculture, together with its local distributor in Kenya, **CMC Motors Group Limited** ran a Commercial Training Camp from 4<sup>th</sup> to 7<sup>th</sup> November at Karen Country Club in Nairobi for East and Southern Africa markets.

The training camp was split into two sessions, with two days dedicated to the salespeople and staff from CMC Motors Group Limited, and one-day seminar dedicated to key accounts. More than 50 participants across Kenya, Tanzania, Uganda, Ethiopia, Sudan, Angola, Mauritius, Zambia and Zimbabwe attended the events.

During the first session of the training camp, the attendees took classroom-based lectures continuing with a walkaround session and test drive experience of key products in the field. The training exercises focused on six different segments: combines, balers, Precision Land Management (PLM®) solutions, utility tractors, medium horsepower tractors and high horsepower tractors. The training camp aimed to increase the product knowledge of the participants and to underline New Holland Agriculture's operational capabilities and competitive advantages.

The machines used at the training camp were the **TC5.30 combine harvester**, designed to deliver impressive performance in a variety of crops and conditions with the ideal combination of the lowest cost of ownership and the highest productivity in its segment; the **T55 and TT75 tractors**, featuring outstanding power, speed, lift capacity and pulling strength; the **TT4 tractor**, designed for tough conditions; the **TD5.110 tractor**, featuring unrivalled premium operator comfort; the **TS6 tractor**, designed to put big power into rows of tall vegetables and specialty crops; the **T6080 tractor**, that is the ideal choice for general farm applications, being light, powerful and productive; the **T7040 tractor**, matching versatility with class-leading ability; and the **T8.410** which is among the most powerful conventional tractors.

During the training, Özkan Eren, Head of Business for New Holland Agriculture in the Middle East & Africa, commented: "Every day, we are pushing boundaries moving to a better future. There are huge opportunities ahead of us, and this type of training program is extremely important, as it enables us to be close to our customers with a strong and professional network, to help them get their job done efficiently and profitably. Today, we



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are in Kenya, and we are proud of what we have achieved thanks to CMC Motors Group”.

The second session of the training camp was dedicated to New Holland’s **3<sup>rd</sup> Large-scale Farming Seminar** for key accounts across the East Africa region. The **New Holland Field Squad** presented the brand’s farming solutions that cover the complete agricultural cycle from land and crop preparation, planting, seeding to harvesting. For this edition of the seminar, the **T8.410** tractor model was unveiled to customers in Kenya, Tanzania and Uganda. The attendees had all a chance to test drive the new tractor.

Alex Makaa, CMC Motors Group Limited New Holland Divisional Manager, said: “New Holland is a market leader in the East Africa region, growing 71 years of productive business collaboration with CMC Motors Group. We are privileged to stand shoulder to shoulder with New Holland Agriculture, supporting the regional dealer network, and providing our customers with training as well as a broad range of farming solutions. We are living in a fast-changing agricultural environment, and we are happy to be part of this kind of training in Kenya, ready to go the extra mile together”.

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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 groundscape 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](http://www.newholland.com)*

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