

New Holland demonstrates multi-crop combine and tractors at first Agritechnica Asia Live exhibition

- *Live field demonstrations show the advantages of modern mechanisation*
- *First national exhibition in Myanmar where the TC5.30 multi-crop combine is showcased after proving itself in major crop-producing regions.*

Yangon, 30th November 2019

New Holland Agriculture, a brand of CNH Industrial, together with Yoma Heavy Equipment (YHE), the brand's distributor in Myanmar, have given live demonstrations of its world-class agricultural machinery at **Agritechnica Asia Live**, a new event designed to foster sustainable farming methods through mechanisation. Approximately 1,000 farmers and agricultural equipment operators attended the inaugural two-day event on 29 and 30 November at Takkone Township, 20 kilometres north-east of Naypyidaw, which was hosted by the Myanmar Ministry of Agriculture, Livestock and Irrigation.

Agritechnica Asia Live 2019 featured field demonstrations of a wide range of agricultural machinery, plus a programme of seminars presented by experts from Asia and Europe. The seminars looked at how modern technologies can help make farming more productive and sustainable; the live demonstrations showed technologies in action.

The New Holland machines demonstrated in action are the **TC5.30 multi-crop combine**, most widely used for corn harvesting; the **TD5.110 multi-purpose tractor**, typically used for land preparation and the **TT4.90 tractor**, which is a member of the TT4 series, designed to be simple to operate and easy to maintain.

Two New Holland tractors – the **TT3.50** and **TT4.75** – were also shown at Agritechnica Asia Live, in static displays.

Emre Karazli, CNH Industrial Business Director, Agriculture, South East Asia & Japan, commented: "The introduction of Agritechnica Asia Live confirms the importance of Myanmar's agricultural industry. Mechanisation is helping this industry achieve valuable productivity gains and New Holland is proud to be contributing to this progress."

Gerhard Hartzberg, YHE Managing Director, said: "This new two-day event was a much-needed opportunity for the New Holland and YHE teams to meet farmers and demonstrate how we can take mechanisation to the next level. New Holland is world-famous for the quality of its machines, but equally important is the technical training and after-sales support we provide through our network of 14 branches and approved service



providers. There's no better way of explaining this by demonstrating our range of products and services to our current and potential customers living up to the YHE commitment to "Building a better Myanmar for its people".

First national exhibition for the TC5.30 harvester

As one of the biggest and most powerful machines at Agritechnica Asia Live, New Holland's **TC5.30 combine** was one of the main stars at the show. The first TC5.30 was delivered to Myanmar in 2017, for testing with crop harvesting near Zalun township, but this was the first time the machine has been at a national exhibition in the country. The initial testing was harvesting corn, but the TC5.30 is equally capable of first-class harvesting performance with many other types of crop such as paddy, wheat, soya bean, green gram, chickpea, canola and much more. The TC5.30 delivers best-in-class capacity, premium grain quality, plus outstanding fuel efficiency and low ownership costs for high profitability.

New Holland range of tractors showcased

Live demonstrations of the New Holland **TD5.110 tractor** were also given. The TD5.110 is a powerful machine that is well-suited to transport operations and loader work as well as agricultural operations. With its efficient 110 hp FPT Industrial engine, it is recognised for its high performance and excellent manoeuvrability, and can be specified with two- or four-wheel-drive. Running costs and downtime are minimised by having ground-level daily maintenance access points and generous maximum service intervals of 300 hours.

The live demonstration of the **TT4.90** has proven that this tractor offers well-thought-out comfort and space, featuring a true flat-deck operating platform, ergonomic controls, and steering column-mounted shuttling. Operators can choose between the mechanical shuttle, suitable for repetitive motions such as front-loader work, or the powershuttle, which is particularly helpful for making smooth and quick forward and reverse manoeuvres. Clutchless operation helps increase productivity, especially when using loaders. The 12x12 Synchronmesh transmission paired with high lift capacity makes it capable of handling tough tasks in the field.

The TT4.75 (on static display) and TT4.90 are the 75- and 88-hp members of the TT4 series, designed to be simple to operate and easy to maintain. These tractors are ideal for use over single long periods of time in the field.

Also on display at the show is the **TT3.50**, a true multi-purpose tractor, ideal for work in shallow paddy rice fields and equally well-suited to many dry-land applications, working



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with crops such as sugarcane, cassava, and corn. The TT3.50's lift capacity of 1,800 kg is the greatest of all 50-hp tractors.

Honey Aye, YHE Marketing and Business Development Manager, commented: "New Holland offers an impressively wide range of machinery, from the most affordable to the most sophisticated. Agritechnica Asia Live was the perfect occasion to help farmers identify which machines will be the best for their particular needs. It is all about improving productivity and profitability in a long-lasting and sustainable way."

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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

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Press Contacts:

Francesca Mazza

New Holland Agriculture Press Relations, AMEA & South East Asia

Email: francesca.mazza@cnhind.com

Phone: +44 (0)7841568487



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