

New Holland wins three ASABE AE50 innovation awards for 2020

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The American Society of Agricultural and Biological Engineers (ASABE) has named three of New Holland Agriculture's innovations as winners of 2020 AE50 awards: the SideWinder™ Ultra armrest, the Ground Speed Management II transmission control, and the auxiliary 4th tank product leveler for the P-Series air carts. The prestigious awards recognize the products ranked highest in innovation, significant engineering advancement and impact on the market served in the areas of agricultural, food and biological systems.

Carlo Lambro, Brand President New Holland Agriculture, stated: "It is an honor to receive these prestigious awards, which are testament to New Holland's innovative and forward-looking approach to agricultural mechanization. It is a well-deserved recognition of New Holland's team around the world for their ability to continue to deliver products and technologies that constantly raise the bar on efficiency and productivity."



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- The SideWinder™ Ultra armrest places all the tractor's key controls ergonomically and logically in a single location. Groupings include engine and transmission, three-point-hitch limits, media and climate control. A comprehensive number of functions are located on the force-based multifunction handle for precise control of the tractor's speed and end-of-row operations. The SideWinder Ultra is a fully customizable operator interface, with controls easily configured by the driver by choosing functions from a pick list on the new IntelliView 12 touch monitor. Hardware customization includes choosing between an advanced joystick or remote levers and the positioning of the elbow pad. Third-party tablet or phone mounts can also be attached to the SideWinder Ultra.
- Ground Speed Management II brings new and unique features to the New Holland Dynamic Command tractor while maintaining the fundamental target of the first-generation Ground Speed Management, increasing efficiency. It introduces a vehicle operating interface and speed control system similar to that used on the Auto Command™ continuously variable transmission. It also interacts with key gearbox and engine features to achieve and maintain the speed requested by the driver at the optimal operating point, reducing fuel consumption and improving operating efficiency with significantly reduced operator input.
- The P-Series Air Cart introduces an automatic levelling and agitation system for air carts equipped with the fourth tank. The system ensures that fine seed, inoculant or other small-particle sized products adequately cover the meter rollers in near-empty tank conditions. The smart system utilizes a mechanical levelling device powered by an electric motor combined with bin level sensors to automatically move the product in the required direction. It also uses software to control the device and alert the operator in the cab, and automatically performs as a leveler or, when leveling is not required, for

agitation. This feature ensures maximum productivity when product is running low in the 4th tank, and also reduces the likelihood of product bridging.

The three New Holland winners will be featured in a special issue of ASABE's magazine *Resource: Engineering & Technology for a Sustainable World*, a magazine geared to agricultural, biological and food system engineers worldwide.

ASABE is an international scientific and educational organization dedicated to the advancement of engineering applicable to agricultural, food, and biological systems. Further information on the Society can be obtained by visiting www.asabe.org/.

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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