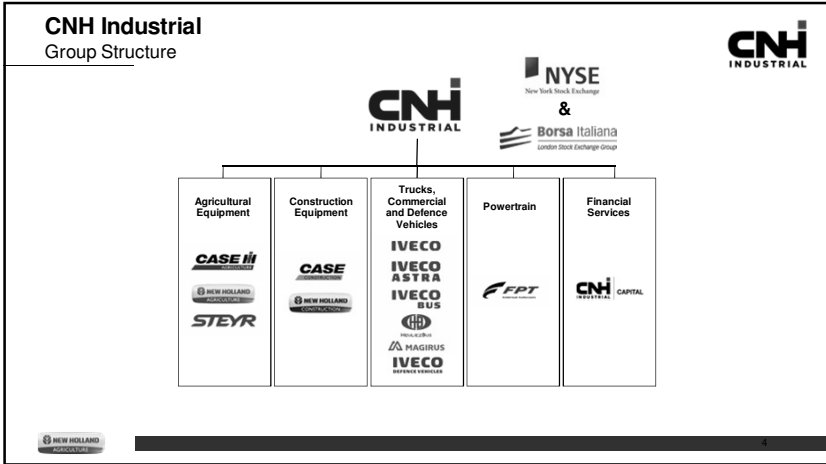
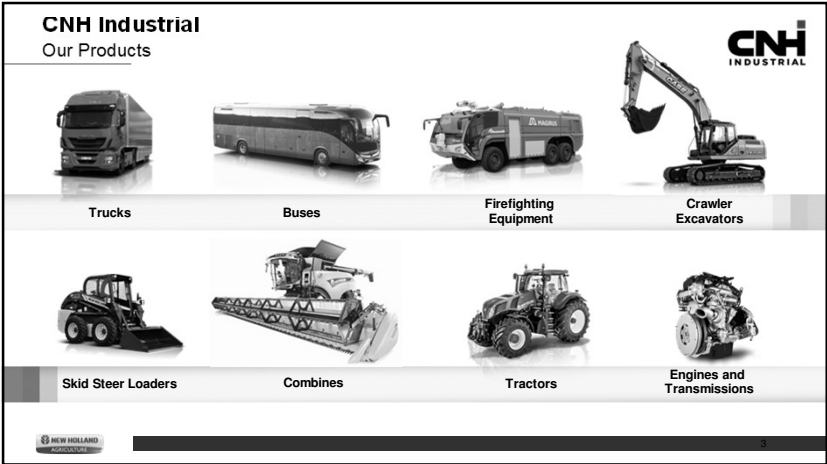
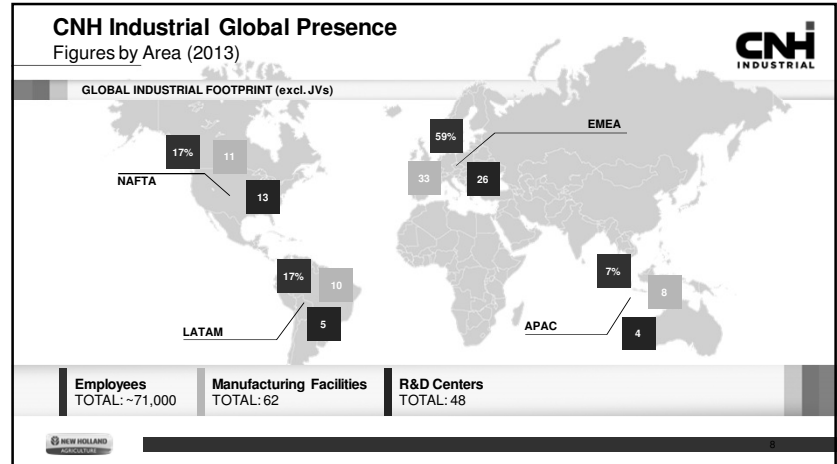
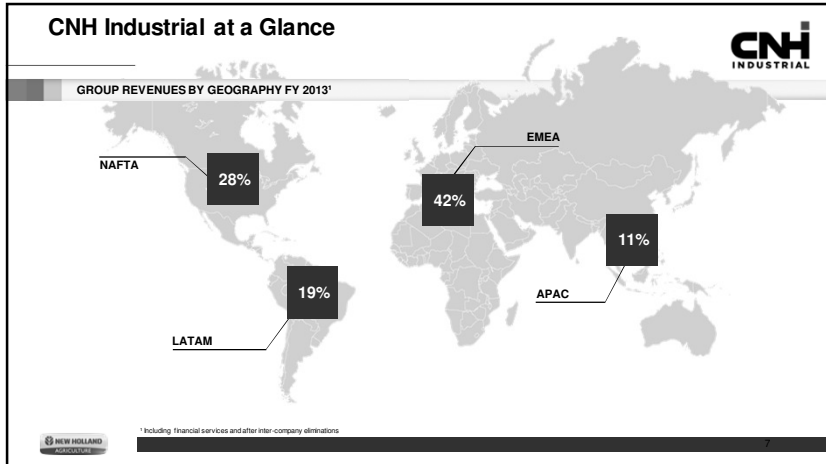
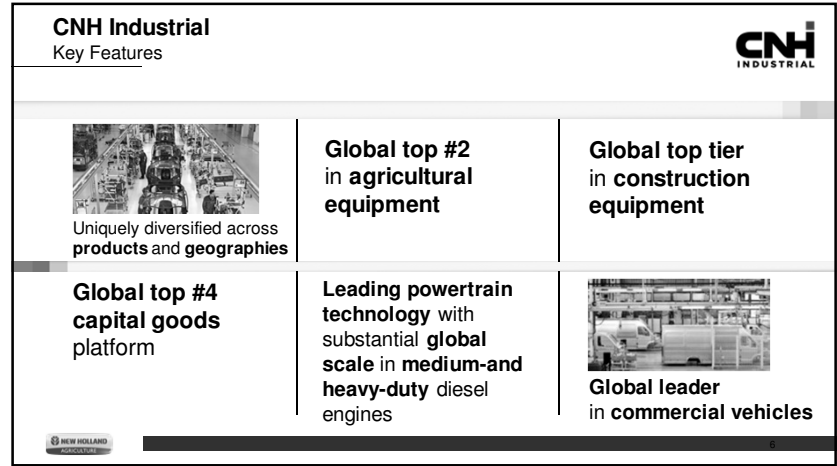
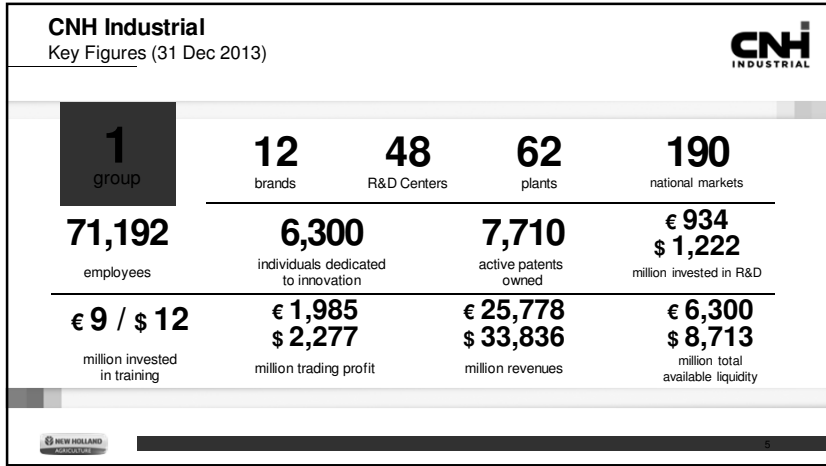





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


CNH Industrial Sustainability
Among the Sustainability Leaders



MEMBER OF
Dow Jones Sustainability Indices
In Collaboration with RobecoSAM

Industry Leader in 2013 for the third consecutive year





The farming specialist with a wide agricultural equipment offering and a global presence, customer proximity through a strong dealer network and industry-leading solutions for profitable and sustainable agriculture



The New Holland Brand values

- **OUR HISTORY**
Over 100 years of innovation
- **THE CLEAN ENERGY LEADER® STRATEGY**
Sustainable efficient technology
- **GLOBAL PRESENCE**
A 100% commitment
- **CLOSE TO OUR CUSTOMERS**
The strongest dealer network
- **PRODUCTIVE TECHNOLOGY FOR ALL**
The broadest product offering




The New Holland Brand values



OUR HISTORY
Over 100 years of innovation



Our history

New Holland has a legacy of land pioneers, each of whom improved farmers' productivity since 1895.

Great personalities like Abe Zimmerman, Henry Ford, Leon Claeyes and Giovanni Agnelli created companies that shared a similar DNA because all of them provided their customers with accessible technology and simple yet innovative solutions.

Our history

1895 New Holland was founded in Pennsylvania by Abe Zimmermann

1906 Claeyes was founded in Zedelgem by Leon Claeyes

1917 Ford first tractor built

1918 First FIAT tractor built

1947 Henry Ford, Ford Motor Company founder

1964 The Sperry Rand Corporation acquired Clayton which becomes part of the New Holland family

1974 Fiat Trattori became FiatAgri

1984 FiatAgri acquired Braud

1986 Ford bought Sperry New Holland and formed Ford New Holland Inc

1988 Merger FiatAgri and Fiat Allis

1991 In 1991 Fiat Geotech purchased Ford New Holland

1999 Merger Case IH New Holland

2006 New Holland acquired Bizon, combine manufacturer based in Plock, Poland

2011 FIAT INDUSTRIAL

2013 CNH INDUSTRIAL

HISTORY **ACQUISITIONS/MERGERS** **INTEGRATION**

The New Holland Brand values

THE CLEAN ENERGY LEADER® STRATEGY

Sustainable efficient technology

New Holland brings sustainable, efficient technology to World Expo Milano 2015

As part of CNH Industrial, and together with the brands of Fiat Chrysler Automobiles, we are an official global partner of World Expo Milano 2015.



The theme of 'Feeding the Planet, Energy for Life' is at the heart of both the Brand values and the Clean Energy Leader strategy. The 1,638 sqm Sustainable Farm pavilion will take visitors on an engaging path, which shows how a world leader of agricultural mechanization interprets the present and prepares for the future of farming in a sustainable and accessible way.

Come and visit New Holland at Expo Milano 2015 from 1st May to 31st October in Milan, Italy.

New Holland with **EXPO MILANO 2015**





The Clean Energy Leader strategy
Sustainable efficient technology


Since 2006 Clean Energy Leader means pioneering and promoting renewable fuels and sustainable agriculture. We offer today's and tomorrow's farmers the widest choice of products to enable them to get more from their farms: advanced technologies and systems which improve agricultural efficiency and productivity. We care about the world in which our customers farm, so we help them to reduce emissions, lower fuel consumption, better manage their soil, control valuable water resources, optimise production inputs and cultivate clean energy sources.

The Clean Energy Leader strategy
Sustainable efficient technology

The New Holland Clean Energy Leader strategy is based on four key pillars:

<p>01. GROWING ENERGY</p>  <p>BIODIESEL BIOETHANOL BIOMASS THE ENERGY INDEPENDENT FARM</p>	<p>03. SUSTAINABLE FARMING</p>  <p>CARBON FOOTPRINTING ECOBRAUD CONSERVATION AGRICULTURE</p>
<p>02. EFFICIENT PRODUCTIVITY</p>  <p>TIER 4A AND TIER 4B TECHNOLOGY PRECISION LAND MANAGEMENT (PLM) MECHANIZATION INNOVATIONS</p>	<p>04. COMMITTED COMPANY</p>  <p>PLANT CERTIFICATION RECYCLING</p>



The New Holland Brand values



GLOBAL PRESENCE
A 100% commitment



Global presence
On five continents to meet the needs of our customers everywhere

New Holland knows just what you need, because is always there right beside you. With state-of-the-art manufacturing locations across the globe and four Centres of Excellence dedicated to developing the next generation of agricultural machines that will redefine modern agriculture in terms of productivity, performance and the comfort that you demand.




Global presence

Close to our customers around the world

<p>Turin, Italy Global Head Quarters of New Holland Regional Head Quarters for Europe</p> <p>Antwerp, Belgium Production facility for components, home of the Auto Command™ continuously variable transmission</p> <p>Basilston, UK Production facility for medium and high horsepower tractors. Home of the multi-award winning T7 tractor range. 50 years of continuous tractor operations</p> <p>Coeix, France Centre of Excellence for Grape Harvesters Production facility for grape harvesters, home of the original Braud design</p> <p>Croix, France Production facility for components, including the Horizon™ Cab</p> <p>Jesi, Italy Production facility for speciality and low horsepower tractors that has produced over 500,000 machines</p> <p>Lecco, Italy Production facility for telehandlers</p>	<p>Modena, Italy Production facility for telehandlers</p> <p>Plock, Poland Production facility for combines, headers and round balers</p> <p>Zedelgem, Belgium Centre of Excellence for Harvesting products Production facility for flagship harvesting products including the CR range of Twin Rotor™ combines, the PR forage harvester, CX, conventional combines and the BigBaler range of large square balers.</p> <p>New Holland, Pennsylvania, USA Centre of Excellence for Hay Tools Regional Head Quarters for North America Birth place of the New Holland Machinery Company in 1895. Today, a production facility for Hay and Forage applications that has produced over 700,000 small square balers to date</p> <p>Fargo, North Dakota, USA Production facility for articulated tractors, home of the 670hp T9 range</p> <p>Grand Island, Nebraska, USA Production facility for harvesting equipment, home of Twin Rotor™ technology for almost 40 years and the CR combine range</p>	<p>Racine, Wisconsin, USA Production facility for high horsepower tractors, home of the T8 tractor range, and components</p> <p>Saskatoon, Canada Production facility for large planting and seeding equipment</p> <p>Quitiba, Brazil Centre of Excellence for Tractors Regional Head Quarters for Latin America Production facility for tractors, including the T8, and harvesting equipment for Latin America that has produced over 30,000 TC combines</p> <p>Queretaro, Mexico Production facility for both tractors and components</p> <p>Cordoba, Argentina Production facility for CR combines and speciality tractors for the domestic market</p> <p>Sorocaba, Brazil Production facility for the CR combine range for the Latin American region</p> <p>Piracicaba, Brazil Production facility for the Defensor sprayer for Latin American markets</p>	<p>Lugano, Switzerland Regional Head Quarters for the International Region</p> <p>Ankara, Turkey Production facility for tractors that are exported across the globe and that has produced over 600,000 tractors</p> <p>Harbin, China Production facility for tractors for the domestic market</p> <p>Naberezhnyy Chelny, Russia Production of tractors and combines for the domestic market and for export</p> <p>New Delhi, India Production facility for tractors for both the domestic market and for export to over 50 countries and that has produced over 150,000 tractors</p> <p>Shanghai, China Production facility for tractors for the domestic market and for export to Asia, Africa and the Middle East</p> <p>Tashkent, Uzbekistan Production facility for tractors that are exported to Central Asian markets</p>
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The New Holland Brand values



CLOSE TO OUR CUSTOMERS

The strongest dealer network



The strongest dealer network

2,000 dealers in 170 countries around the world

Our distribution network ensures our customers around the world receive the purchasing advice, products and services they need to guarantee the success of their farming business.



CNH INDUSTRIAL FINANCIAL SERVICES
CNH Industrial Financial Services offers you specialist advice and tailored finance packages.

CNH INDUSTRIAL PARTS & SERVICE
All New Holland official dealers stock a full range of parts for rapid delivery and reduced downtime.

NEW HOLLAND TOP SERVICE
For ultimate peace of mind, Top Service offers you around the clock assistance and express parts delivery with a 100% total satisfaction guarantee.



The strongest dealer network

In your fields, every day, with you.



The extensive New Holland dealer network means that local knowledge is at the heart of our dealers.

Committed to supporting you day after day and season after season, your local dealer can always offer you the solution that's right for you.

Why? Because he's just down the road, and knows your farm just as well as you do.



The New Holland Brand values



PRODUCTIVE TECHNOLOGY FOR ALL

The broadest product offering



The broadest product offering

The farming specialist



Our products



High horsepower tractors

The T7, T8 and T9 ranges rewrite the rule book of large scale agriculture and offer a unique, no-compromise solution by delivering pulling performance, manoeuvrability and transport stability. Exactly what you need for your farming future.



Our products

Mid range tractors



T4 PowerStar, T4, TD5, T5 and T6 ranges have been conceived, designed and built with true versatility in mind, since they can effectively perform the widest variety of agricultural and livestock farming operations, including field, yard, loader and transport works, always delivering top operator's comfort and maximum productivity.



Our products



Compact tractors and utility vehicles

A complete range of rugged, dependable and easy to use products, small in dimensions but big in performance, dedicated to fulfill the needs of small farms, groundcare professionals, municipal users, large real estates, golf courses and sport grounds.



Our products

Speciality comes as standard



Pioneering specialist machinery is a key part of New Holland's DNA. From vegetable gardens to orchards, vineyards and olive groves, with New Holland you'll be sure to find your perfect solution for any terrain, crop and condition.



Our products



Harvesting from the specialists

Always at the forefront of harvesting technology, New Holland introduced pioneering industry-firsts that have revolutionised the way you harvest today, such as Europe's first self propelled combine and Twin Rotor™ combine.

The entire harvesting range fully satisfies the needs of even the most demanding operators, for whom efficiency and productivity in all crops and terrains is a prerequisite.



Our products

Harvesting from the specialists



The latest generation of FRs represents the pinnacle of forage harvesting technology. In 1961, New Holland revolutionised the world of forage harvesting with the model SP818. Today, over half a century later, the FR range provide today's high output contractors and cooperatives with the productivity, efficiency and reliability they require.



Our products



Square balers

World renowned as market leaders and featuring a series of innovative, awarded and exclusive technologies, New Holland big square balers are able to produce large amounts of perfectly shaped bales, with a choice of densities and dimensions to satisfy the specific needs of any use: bedding, feeding and energy production.



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Our products

Round balers



New Holland has been at the forefront of round baler innovation for 40 years. The range includes the variable chamber Roll-Belt™ series and fixed chamber Roll Balers, which are also available in a Combi version for single pass baling and wrapping; they are the preferred choice of livestock and mixed farmers, together with demanding contractors who operate in challenging conditions. Thanks to the introduction of a string of pioneering firsts that have revolutionised baling operations, New Holland round balers firmly lead the way, producing perfectly shaped bales, field after field and season after season.



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Our products



Material handling equipment

New Holland telehandlers and front loaders offer customers a powerful, precise and versatile solution to manage any crop and material thanks to outstanding lifting and reach performances and through the capability to operate a wide variety of specialist tools.



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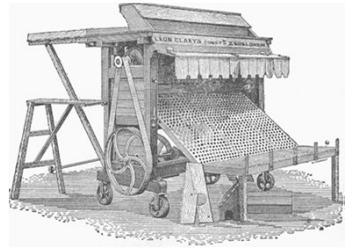
Welcome in Zedelgem



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Zedelgem history

1906: Foundation by Leon Claey's

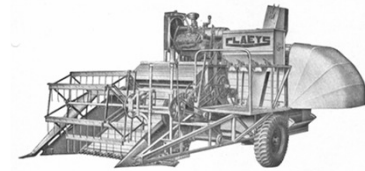


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Zedelgem history



1906 – 1952:
stationary threshing machines



1948:
pull-type combine harvester



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Zedelgem history

In 1952 Claey's launches the first European self-propelled combine harvester



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Zedelgem history

-  **1964** Sperry Rand Corporation purchases a major interest in Clayson, at that time one of the largest combine manufacturers in Europe.
-  **1986** Ford Motor Company acquires Sperry New Holland, merges it with Ford Tractor Operations: Ford New Holland
-  **1991** Fiat acquires Ford New Holland Inc. and merges it with FiatGeotech to form New Holland
-  **1999** Fiat acquires the Case Corporation and merges it with New Holland to form CNH
-  **2013** CNH Industrial N.V., a result of the mergers of Fiat Industrial S.p.A. and CNH Global N.V.



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Zedelgem history

The steps of success
From the first European self-propelled to the largest combine harvester in the world



Zedelgem today

New Holland's worldwide CENTRE OF EXCELLENCE for harvesting products

This means the expert in design, development, manufacture and training of harvesting equipment, all gathered in one location.

2800 employees

Total surface: 360.357 m²

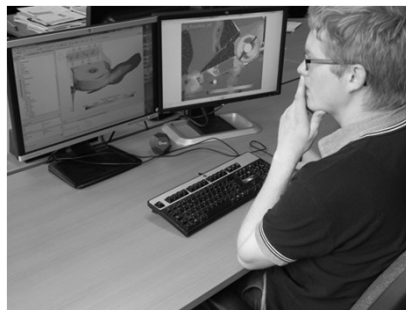
Surface buildings: 156.616 m²



Zedelgem today: Centre of Excellence

Product development, Engineering

- Over 100 year of engineering know how
- Plant with the most patents
- Customers needs translated into solutions
- Virtual room for simulations on products and manufacturing techniques
- Stationary threshing tests all through the year
- Test track
- Field tests all over the world



Zedelgem today: Centre of Excellence

A World Class Manufacturing plant (WCM)

A programme based on the best Japanese production techniques.

The target:

- Zero quality defects
- Zero failures
- Reduction of inventories
- Just in time delivery

The benefits:

- Industry-leading quality
- Competitive pricing
- Absolute flexibility
- Meeting customer's needs



Sense of responsibility and constant search for improvement are expected from every single employee.



Zedelgem today: Centre of Excellence

Here we pass our knowledge on to our dealer technicians to become harvesting product specialists. In this way our customer is assured of the best possible service at his local dealership.

State of the art classrooms allow operating harvesters in an adjacent practical room.



Zedelgem today

Products developed and built



Zedelgem today: products developed and built

CX7000 and CX8000 elevation combines

- CX7080
- CX7090
- CX8070
- CX8080
- CX8090



Threshing and separation: conventional

Capacity grain tank: 7600 to 10500 litre

Max. engine power at 2000 rpm in kW/hp: 244/333 to 360/489



Zedelgem today: products developed and built

CX5000 CX6000 combines TIER 4A

- CX5080
- CX5090
- CX6080
- CX6090



Threshing and separation: conventional

Capacity grain tank: 7000 to 9300 litre

Max. engine power at 2000 rpm in kW/hp: 190/258 to 245/333



Zedelgem today: products developed and built

**CX5000 CX6000
Hillside & Laterale combines TIER 4A**

CX5090 Laterale
CX6090 Laterale
CX5090 Hillside



Threshing and separation: conventional

Capacity grain tank: 7000 to 9300 litre

Max. engine power at 2000 rpm in kW/hp: 190/258 to 245/333



Zedelgem today: products developed and built

CR combines

CR 7.90
CR 8.80
CR 8.90
CR 9.80
CR 9.90
CR 10.90



Threshing and Separation: Rotary

Capacity grain tank: 9,500 and 14,500 litre

Max. engine power at 2000 rpm in kW/hp: 330/449 à 480/653



Zedelgem today: products developed and built

BigBaler

Large rectangular balers

BB870 0.80 x 0.70 x 2.6 m
BB890 0.80 x 0.90 x 2.6 m
BB1270 1.20 x 0.70 x 2.6 m
BB1290 1.20 x 0.90 x 2.6 m

Bale dimensions in meters (W x H x L)



Zedelgem today: products developed and built

**FR
self-propelled forage harvester**

FR450
FR500
FR600
FR700
FR850

Variflow™ system standard

Cutterhead width x diameter: 900 mm x 710 mm

Max. engine power at 2000 rpm in kW/hp: 330/449 to 606/824



Zedelgem today: plant tour

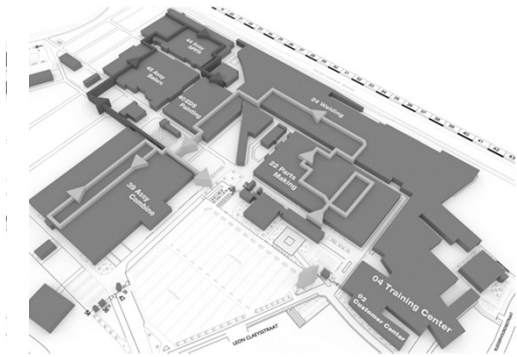
Plant tour directives



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Zedelgem today: plant tour

Factory lay-out



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Zedelgem today: plant tour



Headphones



Safety Glasses mandatory



Stay within the yellow lines, use the small doors and do not touch components



No photography
No video
No smoking



Take a visitor jacket
Sizes: M, L, XL, XXL



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NEW HOLLAND INVITES YOU TO ENJOY YOUR PLANT TOUR



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