


New Holland helps you grow your wine and olive business



## A PIONEERING FUTURE WITH HISTORICAL ROOTS

A photograph of two men in a vineyard. The man on the right, with grey hair and a beard, is wearing a yellow and red plaid shirt and is holding a large bunch of dark grapes. The man on the left, with dark hair, is wearing a grey polo shirt and is looking towards the older man. The background is filled with green grapevines and leaves.

Wine and olive production have been at the centre of our culture for over two millennia. These vineyards and olive groves have been passed from father to son in an unbroken line for centuries. They have been tended with love and affection by generations of growers, and irreplaceable know-how courses through their veins. For today's demanding, and future focused growers, who combine traditional passion with a desire for simpler, quicker and effective technology, New Holland and Braud have become the point of reference. State-of-the-art technology is married to the most user-friendly interface to make operations more productive and cost effective, turning carefully tended crops into bottled gold. Let's raise a toast to your successful future.





## ENJOY THE TASTE OF EXCELLENCE

New Holland and Braud have become synonymous with excellence in grape harvesting technology. Braud first opened its doors back in 1870 when Alexandre Braud founded his own company. Almost a century later, the world's first self-propelled grape harvester rolled off the production line in 1975, revolutionising the face of grape and olive harvesting. New Holland's blue blooded speciality tractor heritage dates back over seven decades. With over 75 years of crawler tractor dominance and sixty years since the first speciality tractor, the 25RS entered service, New Holland's rich history is at the service of today's producers.

## A GUARANTEED QUALITY SEAL

New Holland and Braud are on an unceasing quest to develop cutting edge solutions to increase grape and olive quality. The list of multi-awarded industry firsts reads like a roll call from the grape and olive harvester hall of fame: the patented SDC system for gentle picking, Noria baskets which harvest fruits with kid gloves for ultimate quality, best-in-class destemming technology for the cleanest sample and EnoControl™ Premium Viticulture which selects the finest grapes for the finest wines. The gold medal winning Braud 9090X Olive is set to revolutionise super intensive olive operations.

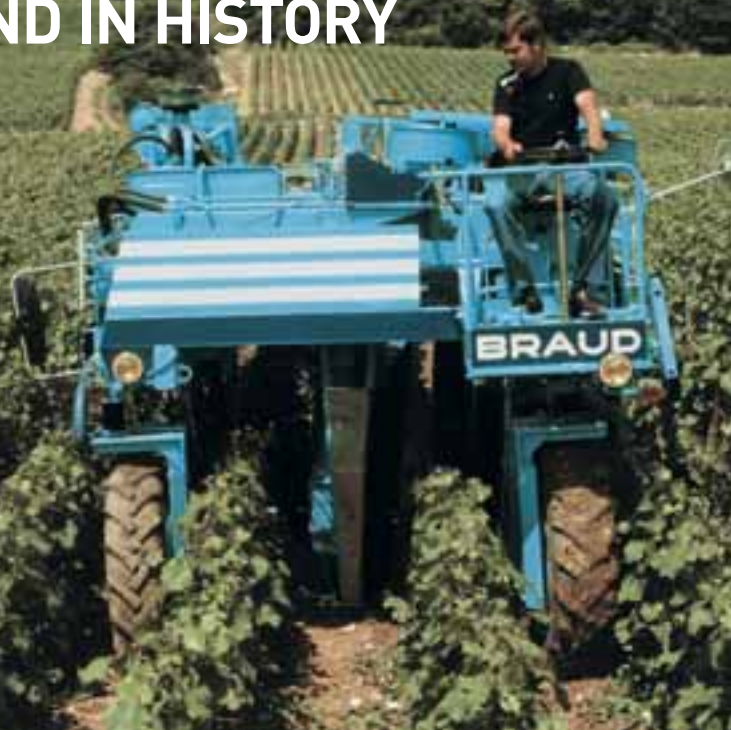
## NEW HOLLAND, YOUR SUSTAINABLE FARMING PARTNER

ECOBraud, New Holland's Sustainable Viticulture program, is aimed at increasing productivity and profitability whilst reducing the environmental impact of viticulture, and is an integral element of the Clean Energy Leader strategy. ECOBraud encompasses the complete range of New Holland viticulture equipment, including Braud grape harvesters and speciality tractors, and will enable a reduction in the in-vineyard carbon footprint of up to 40%. This will directly contribute to a 10% reduction in the overall carbon footprint of each and every bottle of wine produced. Quite simply, if you want your children, and your children's children to enjoy premium wine in the future, then put ECOBraud at the heart of your business.

## ABSOLUTE HARVESTING COMFORT AND PROTECTION

Fine wine is produced by highly skilled professionals that benefit from knowledge passed down through the generations. New Holland and Braud enable them to concentrate 100% on the task in hand by taking care of the rest. Working in difficult conditions? ROPS protection means they'll be as safe as the bottles in the cellar. Grape harvesters and speciality tractors are extension of themselves, with SuperSteer™ front linkage and intuitive controls such as Steering-O-Matic™ Plus and Lift-O-Matic™ Plus on the TK4000 which make speciality applications as easy as a-b-c.

# THE MOST AWARDED BRAND IN HISTORY



## A HISTORY OF HARVESTING EXCELLENCE

In 1975 Braud developed their first self-propelled grape harvester and the face of viticulture changed forever. Today, these state-of-the art New Holland Braud machines are designed, developed and built by engineers that live, breathe and sleep wine and olives at the New Holland Braud Centre of Excellence in Coex, France. This pioneering plant is at the forefront of sustainable production, with innovative schemes aimed at reducing the environmental impact and carbon footprint of harvester manufacturing.



**1975**

One of the very first self-propelled grape harvesters rolled off the production line in the 1975, that would revolutionise the face of grape and olive harvesting.

**1980**

The arrival of the 1014 with the revolutionary Noria basket conveying system raises the bar for harvesting quality.

**1984**

Braud joins forces with Fiat Agri, which marked the dawn of a new era of developments.

**1988**

The Model 2720 and 2570 equipped with the SDC shaker system are launched. Outstanding grape and vine respect becomes standard.

**1994**

The Saphir SB range is completely renewed for unparalleled high capacity harvesting.

**1999**

The VN240 and VN260 become the default choice for narrow vineyards.

**2002**

The destemmer separator is launched, a quantum leap in harvesting quality for the purest wine ever.

**2003**

Medium and large vineyards can now select the VM and VL series for enhanced mechanisation.

**2009**

Braud 9000L features Intelligent Management Systems for increased operating efficiency and guarantee the finest wines with EnoControl™ technology.

**2011**

For even more productive Super Intensive Olive operations the Braud 9090X is launched and Sustainable Viticulture is at the heart of the ECOBraud strategy.

**Braud Major Milestones**

More than 13,000 grape harvesters sold in over 30 countries and the story continues ...





## SPECIALITY COMES AS STANDARD

New Holland is widely recognised as the world leader in producing speciality and crawler tractors. That's nothing new, with over seven decades of experience, producers know that a New Holland tractor is a quality guarantee. Back in 1932 the very first 700C crawler tractor was produced. These machines are universally recognised as mechanising not just the speciality businesses, but agriculture in general across the entire globe. New Holland's speciality DNA dates back to 1951, and the first 25RS narrow tractor. The Jesi production facility is committed to reducing its carbon footprint, and won the Ecohitech award for its progress, no small feat for a plant that never makes the same tractor twice!



**1932**

The 700C Crawler takes to the field and mechanises agriculture in Italy and throughout the world.



**1951**

The 25RS Narrow has the honour of being the first dedicated speciality tractor. The father of a successful dynasty.



**1965**

The Diamante series is launched and features head turning Pininfarina styling.



**1985**

Lift-O-Matic™ technology is introduced which enables implements to be returned to work at a pre-set height with just one hand.



**1989**

Steering-O-Matic™ system is launched on the 75 Series range of crawlers for one handed steering.



**1997**

TNF series is launched. State-of-the-art technology including SuperSteer and automatic four wheel drive brought big tractor features to these pint-sized machines.



**2000**

TNV and TNN ranges in vineyard and narrow configuration cement New Holland's position as the leading speciality manufacturer.



**2008**

The TK4000 becomes super silent, and ultra-comfortable thanks to vibration reducing S-Track technology.



**2008**

The T4000F/N/V range combine speciality tractor productivity and efficiency with ultimate operator comfort.



**2010**

The operator is at the heart of the TK4000 with the only factory-fitted cab and Steering-O-Matic™ plus technology with single handed drive engagement and steering.

## Speciality Major Milestones



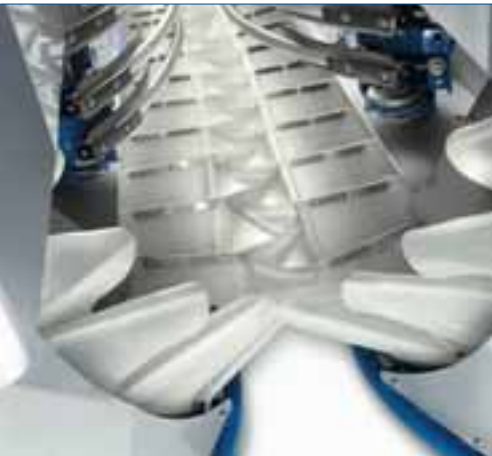
# QUALITY INPUTS MEAN QUALITY OUTPUTS

In the ultra-competitive world of grape and olive businesses quality is king. Always. With a zero tolerance attitude to imperfections, errors have costly consequences. In order to improve the quality of your harvest and your profitability, New Holland and Braud are at the forefront of technology to offer unsurpassed harvest quality. After all, your year-round commitment and hard work deserves top drawer harvesting solutions. New Holland's and Braud's multi-awarded history is your supreme quality guarantee.



## MAXIMUM RESPECT WITH THE SDC SHAKER SYSTEM

This efficient SDC shaking system is universally recognised as the best picking technology. Each shaking rod is independent and secured at the rear on a maintenance free flexible fixing. This fixing allows perfect control of the shaker action with maximum flexibility for soft picking. These shaking rods can be quickly and easily deactivated according to the yield and guarantee full respect of the fruit and the plant.



#### **NORIA BASKETS TREAT YOUR CROP WITH KID GLOVES**

Respect for the crop has been engineered by design thanks to patented Noria basket technology. These flexible polyurethane baskets gently pluck grapes and olives from branches and vines for ultimate gentle harvesting. This increases quality with zero ground losses as well as protecting the vines and trees for guaranteed yield, season after season.



#### **PATENTED, REVOLUTIONARY AND EXCLUSIVE DESTEMMER**

Available throughout the entire grape harvester range, the Socma patented exclusive licence Braud destemmer-separator eliminates harvest impurities and immediately separates all foreign bodies mixed in with the grapes to deliver a squeaky clean harvest to the winery.



#### **THE FINEST GRAPES MAKE THE FINEST WINES**

EnoControl™ grape harvesters read pre-prepared harvesting maps in real time to sort grapes of differing quality into two different hoppers to ensure that only the finest grapes make the finest wines. Part of the premium viticulture strategy, you can be sure to increase your profits. Furthermore, these maps can be used to control inputs to bring uniformity to yields and to manage costly inputs.



#### **BRAUD 9090X OLIVE FOR SUPER INTENSIVE OLIVE OPERATIONS**

If you want to increase harvesting efficiency by up to 20% with a harvesting rate of over 95%, the Braud 9090X Olive is for you. The specific picking head and shaker frame adapts to the shape of the tree. The main shaker system is composed of 2x17 rods, with 2x4 additional tight rods that harvest the upper and flexible part of the tree where the highest quality olives are found. An additional second patented shaker system with 2x4 rods increases the harvesting efficiency at the very top of the tree.



## NEW HOLLAND AND BRAUD, YOUR SUSTAINABLE FARMING PARTNERS

New Holland is recognised as the Clean Energy Leader for its active promotion of renewable fuels, emissions reduction systems and sustainable agriculture. ECOBraud is New Holland's Sustainable Viticulture program, and includes the complete range of viticulture equipment, including Braud grape harvesters and speciality tractors. It is aimed at increasing productivity and profitability whilst reducing the environmental impact of viticulture, and is an integral element of the Clean Energy Leader strategy.







### WELCOME TO INTELLIGENT HARVESTERS

The Intelligent Management System enables the harvester to control hydraulic flow and engine speed based on the actual load on the machine; for example, at row ends, when manoeuvring, the shaker system is automatically switched off. This can reduce fuel consumption by as much as 31%. Want more? How about a system that informs operators when any routine maintenance is due.



### MANAGING VARIABLE RATE INPUTS

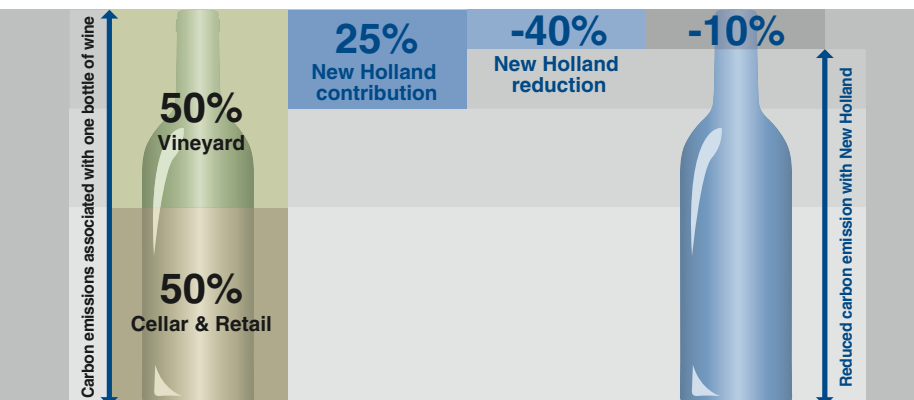
The ECOBraud spreader management system uses advanced technology to automatically switch on and off boom sections for precise spraying as well as enabling inch perfect fertiliser placement. The system reads pre-prepared yield maps, and only applies fertiliser where it is needed to reduce input costs whilst maximising yields.

### THE CLEAR PATH FOR SUCCESS

Row tracing technology uses guidance corrections signals and a machine mounted antenna to ensure that each and every row is covered just once. This consigns duplicated rows and wasted inputs to the history books, increasing harvesting productivity and efficiency as well as reducing operator fatigue during long working days as they automatically know just where to go.

### ECOBRAUD REDUCES YOUR CARBON FOOTPRINT

Consumers are increasingly demanding farm produce with a reduced carbon footprint, and the ECOBraud strategy, that encompasses the complete range of New Holland viticulture equipment, including Braud grape harvesters and speciality tractors does just that. A reduction of the in-vineyard carbon footprint of up to 40% is achievable, which is composed of a 31% reduction thanks to fuel savings through IMS and spreader management contributes a further 9% reduction; well ahead of the 2020 targets set by various professional bodies, which mandate a 20% overall reduction. This will directly contribute to a 10% reduction in the overall carbon footprint of each and every bottle of wine produced.



## ABSOLUTE SAFETY AND COMFORT

People are at the heart of wine and olive businesses. From the growers and their workers, to the final consumer who expects a premium quality product that will grace the finest tables. New Holland and Braud's operator focused concept is at the heart of every machine. Ergonomic and comfortable operating environments, state of the art technology to reduce fatigue and increase precision, as well as industry-leading safety when working in the most extreme terrain; instead of squeezing operators into cooped up cabs, New Holland ensures their talents go into every bottle.







#### **ULTIMATE SAFETY ON EXTREME TERRAIN**

All harvesters and tractors feature ROPS (Roll Over Protection System) technology as standard to offer the ultimate in peace of mind when working on extreme gradients. Furthermore, harvesters feature terrain compensation technology to ensure that the operator remains on an even keel for enhanced precision on gradients of up to 35%.



#### **SUPER TIGHT TURNING FOR ULTIMATE PRODUCTIVITY**

T4000F and N variants feature optional SuperSteer™ front linkage technology. When turning, front mounted implements follow the front axle as the tractor turns. Up to an impressive 76° turning angle is achievable, which means you'll spend less time turning on tight row ends and more time working.



#### **INTUITIVE TOUCH SCREEN SIMPLICITY**

Harvesters are fitted with the intuitive IntelliView™ III colour touchscreen. All key machine parameters can be consulted at a glance. Browse menus and change settings by simply touching the screen. Simplicity as standard.



#### **TK4000: SINGLE HANDED CONTROL**

Patented Steering-O-Matic™ Plus technology allows operators to engage drive and to steer with just one hand. This intuitive system controls forward and reverse movement, together with directional changes and clutch engagement. The Lift-O-Matic™ Plus system assists in raising and lowering the rear linkage. You can choose from one-handed super-fast full raising and lowering to a pre-set position or push and release the lever to stop it exactly where you want. This unique, innovative simplicity offers significant improvements in terms of safety, increased productivity and ease of operation.

## PIERRE TAVELLO, A CHOICE OF EXCELLENCE - FRANCE







*In the beautiful wine growing region of Narbonne, south-west France, Pierre Tavello tends his 50 hectares of vines exclusively with Braud 9000L grape harvesters and together with his brother, contract harvests a further 250 hectares every year.*



Two new Braud 9000L grape harvesters are the latest in a long line of New Holland machines, and the numerous Braud advantages were behind their choice. Pierre Tavello explains, "When harvesting grapes, quality and reliability are two of the most important machine features. Our customers have defined harvesting days that we must adhere to, and our high performance Braud 9000L machines guarantee ultimate quality with unbeatable reliability." The state-of-the-art operator environment and intelligent technology were also key motivating factors. "The electronic regulation of key parameters has significantly increased harvesting precision and uniformity through the entire vineyard, as well as significantly reducing fuel consumption. Furthermore, the automatic management and outstanding operator comfort complete the package." He concludes, "Put simply, the Braud 9000L offers increased output, comfort and quality. For us, it's the winning package."

## DEALERS ROOTED IN WINE GROWING TRADITION

New Holland knows that no two vineyards or olive groves are alike, and that different wine and olive growing regions have specific needs. The targeted speciality and grape and olive harvester dealer network means that local knowledge is at the heart of our dealers. Your local branch is your one stop shop for anything agricultural: need a part urgently during harvest? Want to discuss a new tractor or the latest grape harvester developments, or even book a routine service? Your dealer can offer you the solution that's right for you. Why? Because he's just down the road, and knows your business just as well as you do. Our dealers know what wine and olive production mean to you, and are committed to supporting you day after day and season after season.





# CUSTOMER SUPPORT

## TRAINED TO GIVE YOU THE BEST SUPPORT

Your dedicated New Holland dealer technicians receive regular training updates. These are carried out both through on-line courses as well as intensive practical field based courses. This advanced approach ensures your dealer will always have access to the skills needed to look after the latest and most advanced New Holland products.

## UNLIMITED SUPPORT FOR UNLIMITED SATISFACTION

New Holland gives you all the support you need, especially during the season with fast-track solutions: because your harvest can't wait! In addition, New Holland drives and tracks the solution you need, keeping you informed: until you are 100% satisfied!



**DO NOT RISK YOUR MACHINE'S LIFE.  
BUY CNH ORIGINAL PARTS!**



# NEW HOLLAND. AT HOME BETWEEN ROWS AND AMONG WINEGROWERS.



New Holland prefers AMBRA lubricants

AT YOUR OWN DEALER



YOUR SUCCESS - OUR SPECIALTY



INTERNATIONAL

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