

TRUE BLUE SALUTE

HONORING AMERICA'S HEROES

\$500 "THANK YOU"

on select New Holland equipment for veterans, military personnel and first responders.



A SPECIAL "THANK YOU" FOR MILITARY PERSONNEL AND FIRST RESPONDERS

New Holland is offering active and retired military personnel, first responders and veterans a **\$500 Customer Incentive** on the purchase of select New Holland tractors, haytools, utility vehicles and light construction equipment.

The New Holland **AMERICAN SALUTE** Customer Incentive is available on the following new, New Holland products:

- Rustler™ utility vehicles
- Boomer™ Series compact tractors
- WORKMASTER™ Series tractors
- PowerStar™ T4.75 tractor
- T4 Series tractors
- T5 Series tractors
- T6 Series tractors
- TS6 Series tractors
- Roll-Belt™ round balers
- Small square balers
- Large square balers
- Discbine® disc mower-conditioners
- Haybine® sickle mower-conditioners
- Loader backhoes
- Skid steer loaders
- Compact track loaders
- Compact excavators
- Compact wheel loaders
- Tractor loaders



Eligible True Blue Salute participants include:

- Military person currently enlisted in good standing on active duty or active reserve duty in one of the United States Armed Forces.
- Retired from one of the U.S. Armed Forces.
- Honorably discharged veteran from one of the U.S. Armed Forces.
- First Responders current or retired, including Police Officers, Fire Fighters and Emergency Medical Technicians.

NOTE: The New Holland True Blue Salute Customer Incentive Plan is for the Military and First Responder person only and is not extended to the family members of these individuals.

Acceptable Military IDs and Guidelines:

United States Uniformed Services Privilege and Identification Card

ID issued to identify a person as a member of the Armed Forces or a member's dependent, such as a child or spouse.

Color coding

- Tan** - Dependent of active duty member, retiree or disabled veteran
- Red** - Retired reservist and reservist dependent
- Blue** - Retiree or disabled veteran



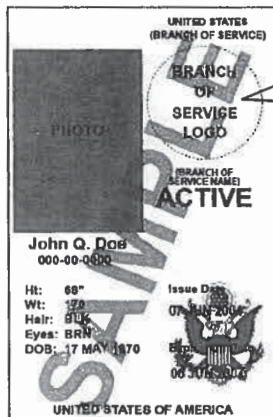
Service Member



Dependent

Common Access Card (CAC)

ID issued as standard identification for active-duty military personnel and reserve personnel. Associates must validate the customer's branch of service as Military.



States the Military Branch of Service

Veterans Identification Card (VIC)

ID to identify and check-in for VA appointments. We use this card as an additional way to identify disabled veterans eligible for the everyday discount. The card will state Service Connected which means the veteran was disabled while serving.



States "Service Connected" here for the everyday discount for disabled veterans



*Offer valid at participating New Holland dealerships in the United States on qualifying new equipment. Eligible models include: Boomer™ Series compact tractors, WORKMASTER™ Series tractors, PowerStar™ T4.75, T4 Series tractors, T5 Series tractors, T6 Series tractors, TS6 Series tractors, Rustler™ utility vehicles, Round balers, Small square balers, Large square balers, mower-conditioners, Skid steer loaders, Compact track loaders, Compact excavators, Compact wheel loaders, Tractor loaders and Loader backhoes. Not valid on prior purchases. Proof of military or first responder I.D. required at time of purchase. Some restrictions may apply. See your New Holland dealer for program details. © 2015 CNH Industrial America LLC. All rights reserved. New Holland Agriculture is a trademark registered in the United States and many other countries, owned by or licensed to CNH Industrial N.V., its subsidiaries or affiliates. New Holland Construction is a trademark in the United States and many other countries, owned by or licensed to CNH Industrial N.V., its subsidiaries or affiliates.