





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.





YOUR PARTNER TODAY AND TOMORROW

DEDICATED. UNCOMPROMISED. SMART.

For New Holland, the year 2015 marks 120 years of innovations. Since 1895, New Holland has been committed to providing SMART solutions that improve our customer's efficiency and productivity. New Holland continues to discover the technology of tomorrow with active promotion of renewable fuels, emissions reduction systems and sustainable agricultural technology.

THE WIDEST EQUIPMENT OFFERING IN THE WORLD

New Holland offers cash crop producers, livestock farmers, contractors, vineyards, grounds care and construction professionals the largest choice of easy-to-operate tractors, harvesters, balers, material handling, seeding equipment and light construction equipment: **more than 100 product lines and over 400 models.**

DID YOU KNOW?

- Nobody bales more hay than New Holland
- New Holland is the Clean Energy Leader
- One out of every 5 combines sold globally is New Holland

New Holland complements its wide equipment offering with a global dealer network, efficient parts and service support, and a range of tailored financial services. No matter the location, New Holland is your reliable partner.

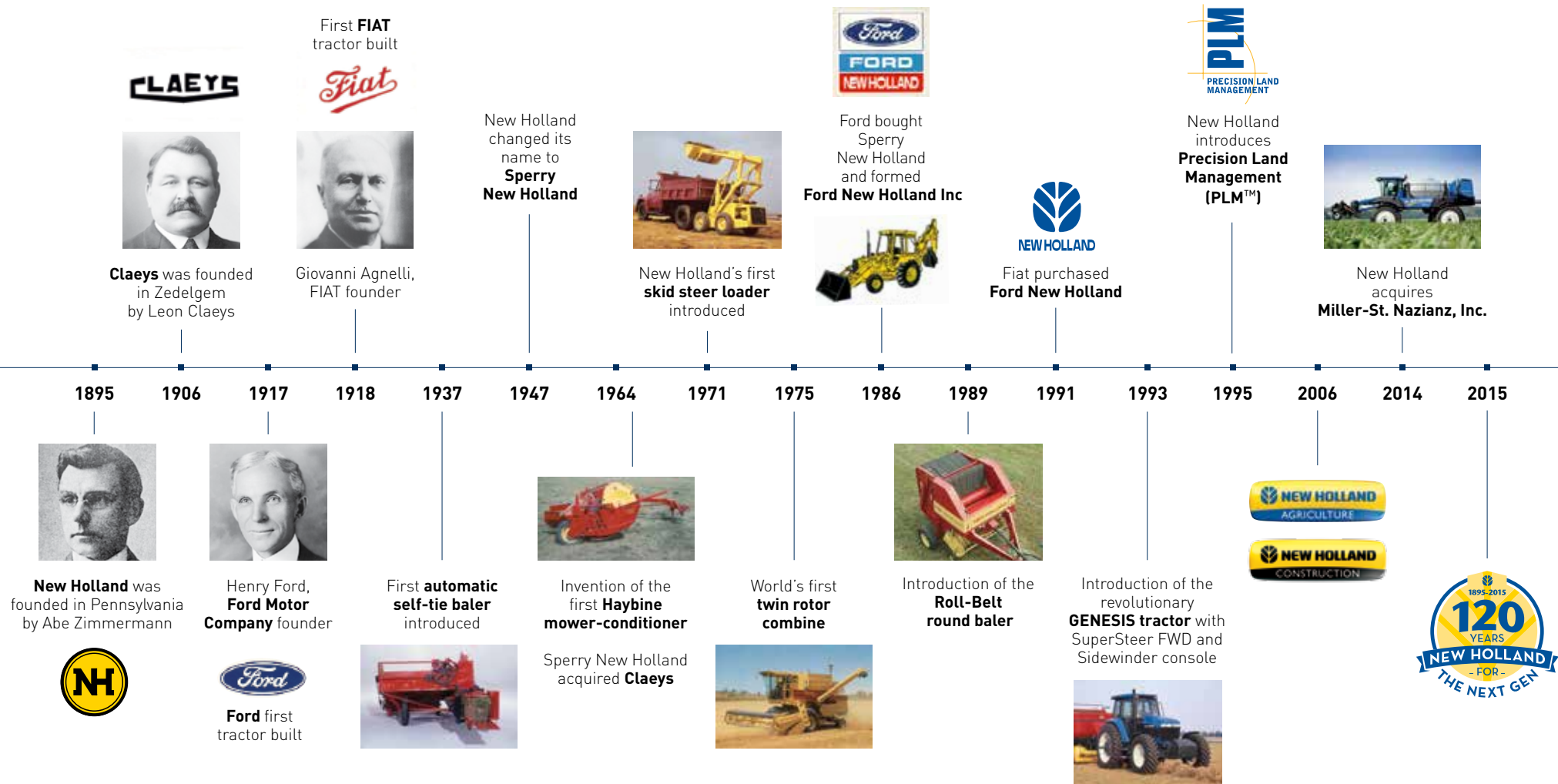
SOWING THE SEEDS OF AGRICULTURE SINCE 1895

Throughout its history, New Holland has been motivated by the forward-thinking commitment and can-do attitude of our customers. It's this pioneering spirit that continues to inspire us today.

INDUSTRY FIRSTS AND HISTORY-MAKING INNOVATIONS

New Holland's history is punctuated with innovations and events that have shaped agriculture's history books. We continue to build on our history of innovation, from the first freeze-proof engine to the world's first automatic self-tie square baler to the first rotary combine, and now a hydrogen-powered tractor that brings energy-independent farming within reach. Building on the vision of our founding fathers, Abe Zimmerman and Henry Ford, New Holland continues to raise the bar with SMART, award-winning equipment. This equipment has simplicity and ease of use as its guiding principles, allowing customers to make the most of their time, their investment and their potential.





PIONEERING AND PROMOTING RENEWABLE FUELS

Since 2006, Clean Energy Leader® means pioneering and promoting renewable fuels and sustainable agriculture. New Holland offers today's and tomorrow's farmers and equipment operators the widest choice of products that allow them to reduce emissions, lower fuel consumption, better manage their soil, control valuable water resources, optimize production inputs and cultivate clean energy sources.





ECOBlue™ HI-eSCR ENGINE TECHNOLOGY

New Holland high-horsepower tractors and equipment are powered by ECOBlue™ HI-eSCR (Selective Catalytic Reduction) engines, which are designed and developed in house by Fiat Powertrain Industrial. As part of the Clean Energy Leader strategy, our proven high-efficiency SCR technology uses AdBlue® Diesel Exhaust Fluid (DEF) to transform the harmful nitrogen oxides contained in the exhaust gas into harmless water and nitrogen. These clean-running power units offer improved performance, greater reactivity and enhanced fuel efficiency.



WE SUPPORT BIODIESEL

New Holland recognizes the importance of biodiesel as an alternative source of energy and the opportunities that it brings to our customers. We were the first agricultural equipment brand to fully embrace the potential of biodiesel. As the Clean Energy Leader, we support our customer's fuel choices, and that's why we provide products with the flexibility to confidently run on everything from plain diesel to 100% biodiesel

HYDROGEN TRACTOR NH2™

New Holland is already imagining a zero emissions future, a world in which you will be able to meet all of your own energy needs. The NH2™ tractor is New Holland's blueprint for increasing agricultural energy independence. The NH2 hydrogen tractor runs on pure hydrogen, produced by you, the farmer, on your future 'Energy Independent Farm'. The NH2 produces virtually zero emissions, just a little water. What's more, the second generation NH2 tractor will soon be put to work in a field near you.

www.thecleanenergyleader.com



CLEAN ENERGY LEADER: ONE STRATEGY. FOUR PILLARS.

Rooted in the belief that equipment operators can use technology to help them reduce their dependence on fossil fuels, the New Holland Clean Energy Leader® strategy is based on four key pillars:

1. GROWING ENERGY

- BIODIESEL
- BIOETHANOL
- BIOMASS
- METHANE
- THE ENERGY INDEPENDENT FARM



2. EFFICIENT PRODUCTIVITY

- TIER 4A AND TIER 4B TECHNOLOGY
- PRECISION LAND MANAGEMENT (PLM™)
- MECHANIZATION
- INNOVATIONS



Farmers can cultivate a wide range of crops, not only for food and fodder, but also for energy production. New Holland provides the equipment needed for this undertaking.



New Holland delivers productive, environmentally friendly equipment—tractors and equipment that are more powerful and productive, while using less fuel.

3. SUSTAINABLE FARMING

- CARBON FOOTPRINTING
- ECOBRAUD
- CONSERVATION AGRICULTURE



By reducing the impact of farming on the environment, everyone benefits, and farmers and equipment operators complete the same work more efficiently.

4. COMPANY COMMITMENT

- PLANT CERTIFICATION
- RECYCLING



The Clean Energy Leader® program is at the heart of our business and also influences how we conduct our activities, by our contribution to improving the present and building the future, by our commitment to society as a whole.

WORLD-CLASS DESIGN AND MANUFACTURING CENTERS



CLOSE TO CUSTOMERS EVERYWHERE

With state-of-the-art manufacturing locations across the globe that use the very latest production techniques, you know that every product that rolls off the line has received New Holland's stamp of approval. Dedicated New Holland employees are 100% committed to satisfying your requirements.

New Holland, Pennsylvania, USA

Center of Excellence for Haytools and Regional Headquarters for North America.

Birthplace of the New Holland Machinery Company in 1895.

Production facility for hay and forage equipment including round balers and mower-conditioners.

Fargo, North Dakota, USA

Production facility for articulated tractors, home of the 670-hp T9 Series.

Grand Island, Nebraska, USA

Production facility for harvesting equipment, home of Twin Rotor® technology for over 35 years and the CR combine line.

Racine, Wisconsin, USA

Production facility for high-horsepower tractors, home of the T8 Series tractors and components.

Wichita, Kansas, USA

Production facility for skid steer loaders and compact track loaders.

Saskatoon, Saskatchewan, Canada

Production facility for large planting and seeding equipment.

Antwerp, Belgium

Production facility for components, home of the Auto Command™ continuously variable transmission.

Zedelgem, Belgium

Center of Excellence for Harvesting products

Production facility for flagship harvesting products including the FR forage harvester, CX8000 Elevation combines and the BigBaler line of large square balers.

Basildon, UK

Production facility for medium and high-horsepower tractors, home of the multi-award winning T7 tractor line. Celebrated 50 years of operation in 2014.

Coex, France

Center of Excellence for Grape Harvesters.

Production facility for grape harvesters, home of the original BRAUD design.

Croix, France

Production facility for components, including the Horizon™ Cab.

Jesi, Italy

Production facility for specialty and low-horsepower tractors that has produced over 500,000 machines.

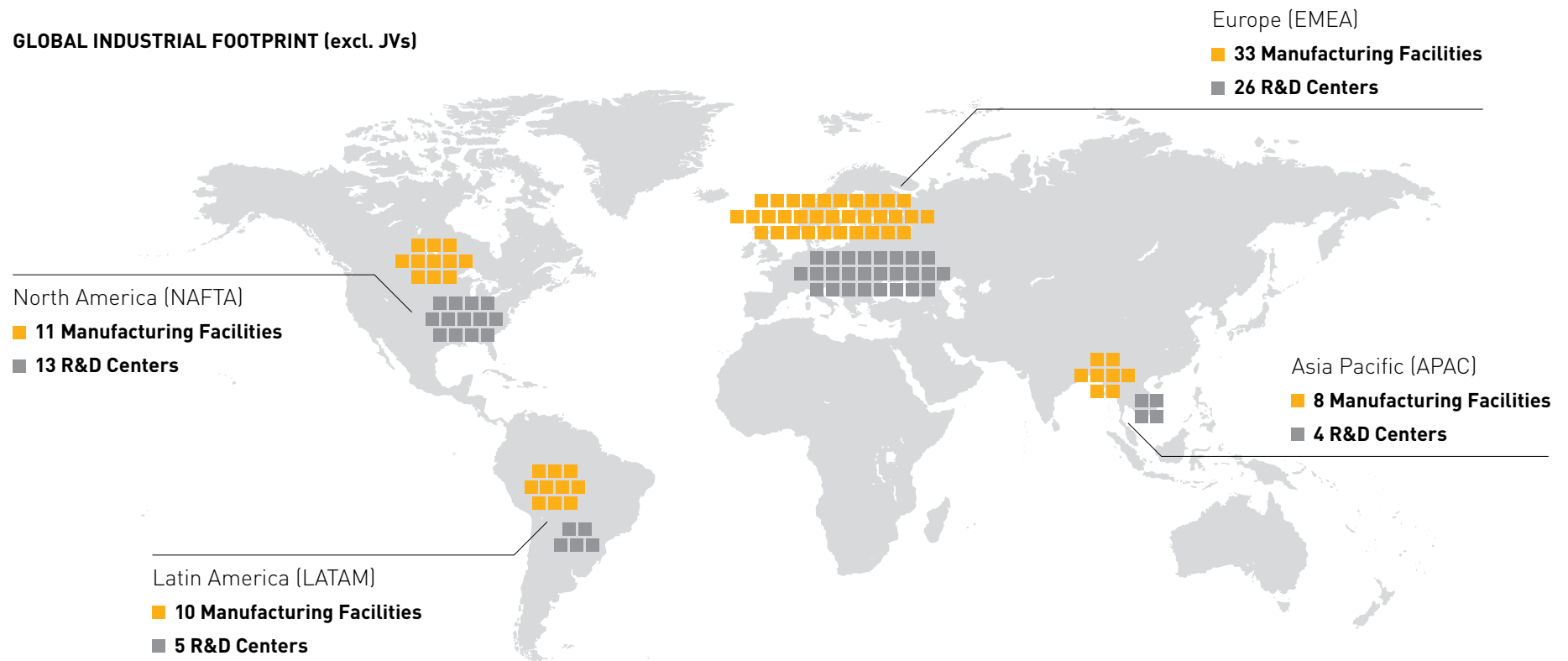
Lecce, Italy

Production facility for telehandlers.

GLOBAL STRENGTH SHOWN IN THE NUMBERS*

- 12 BRANDS
- 48 R&D CENTERS
- 62 PLANTS
- 190 NATIONAL MARKETS
- 71,000+ EMPLOYEES
- 6,300 INDIVIDUALS DEDICATED TO INNOVATION
- 7,710 ACTIVE PATENTS OWNED
- \$1,222 MILLION INVESTED IN R&D
- \$2,277 MILLION TRADING PROFIT
- \$33,836 MILLION REVENUES
- \$8,713 MILLION TOTAL AVAILABLE LIQUIDITY

GLOBAL INDUSTRIAL FOOTPRINT (excl. JVs)



*CNH Industrial Worldwide

STRENGTHENING LOCAL TIES THROUGH OUR DEALER NETWORK AND PARTNER ORGANIZATIONS

Even with our strong and growing presence on a global scale, New Holland stays true to its roots by maintaining a local, hometown approach. Our dealerships are owned locally by active community members, and our customers enjoy doing business with people they know and feel welcomed each time they enter a New Holland dealership.

New Holland is strengthening existing dealerships and providing opportunities for new entrepreneurs by providing dealers with the programs, tools and assistance they need to partner with their customers for success. In particular, New Holland has developed a new dealer standards program, **OnPoint!**, that is primed to get its dealer network ready for the next generation of customers, products and business requirements.



Another way New Holland keeps it local is by partnering with organizations that represent our customers' interests and business segments.

New Holland announced in 2014 a unique naming rights partnership with the Alliant Energy Center in Madison Wisconsin where the livestock pavilions became the **New Holland Pavilions**. New Holland proudly houses thousands of livestock throughout the year, including over 2,000 dairy cows during the World Dairy Expo.

For more than 30 years, New Holland has supported the race fans of one of America's favorite sports, NASCAR®. New Holland, through our partnership with Growth Energy, is the **official agricultural equipment supplier to NASCAR** which provides us the opportunity to keep the tracks and fields around raceways in top condition. The alignment also provides an avenue for New Holland to share common interests with its dealers and customers.

New Holland became an **official sponsor of Curling Canada** in 2015, officially expanding its previous involvement with the nationally loved Canadian Sport. Supporting and aligning with Curling Canada allows New Holland to connect with customers and show spirit across the country for what both partners stand for...precision, accuracy and team work.



Photo credit: Nina Linton

HIGH-QUALITY HAY FROM THE FIRST CUT TO THE LAST BALE



- Round, Large and Small Square Balers
- Sicklebar and Disc Mowers and Mower-Conditioners
- Self-Propelled Windrowers
- Pull-Type and Self-Propelled Forage Harvesters
- Rakes, Tedders and Mergers
- Flail Harvester
- Forage Blowers

NOBODY BALES MORE HAY THAN NEW HOLLAND



ESSENTIAL EQUIPMENT THAT PROVIDES TIME-SAVING EFFICIENCY





- Bale Wagons
- Manure Spreaders
- Telehandlers

RECORD-SETTING CAPACITY MATCHED WITH GENTLE GRAIN HANDLING AND THOROUGH GRAIN CLEANING

CR 1090
ELEVATION
**Unbelievable
Performance**
29,308.84 BUSHELS HARVESTED IN 8 HOURS

- Twin Rotor® Combines
- Super Conventional Combines



1 OUT OF 5 COMBINES SOLD GLOBALLY IS A NEW HOLLAND



INDUSTRY-LEADING ACCURACY, RELIABILITY AND FLEXIBILITY FOR REDUCED INPUT COSTS



- Air Carts, Air Disk Drills and Air Hoe Drills
- Front and Rear Boom Sprayers
- Pull-Type Sprayers



AUTOMATIC GUIDANCE SYSTEMS AND SPECIALIZED SOFTWARE FOR INCREASED YIELDS, LOWER COSTS AND MORE TIME

Precision technologies are revolutionizing agriculture, and producers are using them more and more to reduce input cost, improve yields, and increase efficiencies. New Holland Precision Land Management (PLM™) continues to offer leading-edge solutions for managing all of your crop production needs.



- Integrated Guidance
- Assisted Steering
- Manual Guidance
- Implement Guidance
- Crop Management
- Data Management





STATE-OF-THE-ART ENGINE TECHNOLOGY FOR UNRIVALED POWER, FUEL EFFICIENCY AND CONTROL

- 4WD Articulated Tractors, 435 to 682 Max Engine Horsepower
- Tractors, 175 to 435 Max Engine Horsepower
- Wheels or SmartTrax™ system





THE VERSATILITY, PERFORMANCE AND COMFORT DEMANDED BY LIVESTOCK AND MIXED FARMERS

- Tractors, 70 to 125 PTO Horsepower





OPERATING EASE THAT SATISFIES THE NEEDS OF FARMERS, LANDSCAPERS AND ESTATE OWNERS EVERYWHERE





- Compact Tractors, 24 to 54 Engine Horsepower
- Utility Tractors, 45 to 75 Engine Horsepower

PUTTING BIG POWER INTO THE NARROW ROWS OF ORCHARDS, VINEYARDS AND NUT GROVES

- Narrow Tractors, 62 to 92 PTO Horsepower
- Vineyard Tractors, 62 to 92 PTO Horsepower
- Crawler Tractors, 64 to 88 PTO Horsepower





PRESERVING EVERY GRAPE AND OLIVE FOR TOP-QUALITY WINES AND OILS



- Grape Harvesters
- Olive Harvesters



LIFT, DIG, LOAD, SCRAPE AND TRENCH IN CLOSE QUARTERS





- Skid Steer and Compact Track Loaders
- Loader Backhoes and Tractor Loaders
- Compact Excavators
- Compact Wheel Loaders

THE MOST EXTENSIVE PRODUCT LINE FOR BIOMASS HARVESTING



Biomass is the ultimate renewable energy—one that allows farmers to grow, harvest and process crops for their own energy needs and sell surplus energy back to the national grid. New Holland provides farmers with a full range of machines that help them harness the energy they have grown, allowing them to grow and harvest all types of biomass including standing trees, corn stover, switch grass and energy canes.

www.biomass.newholland.com



- Cornrower™
- Self-Propelled Forage Harvesters
- Big Balers
- Round Balers
- Mower-Conditioners
- Bale Wagons
- Tractors
- Telehandler with Bale Grab
- Skid Steer Loaders

PARTS & SERVICE

Timely availability of parts and service is important to New Holland and critical to overall dealer and customer satisfaction. New Holland supplies a complete range of parts to support current and past product lines.

- Worldwide distribution network and technical support programs
- World-class service
- Skilled personnel to diagnose and service equipment
- New Holland original parts





CNH INDUSTRIAL CAPITAL

A vital business partner, CNH Industrial Capital provides financial products and services to dealers and customers in all the markets New Holland serves, which supports the growth of our equipment sales and builds dealer and end-customer loyalty.

- More than 550,000 customers
- Total managed portfolio of \$26.9 billion (2013)
- Customized solutions for customers and dealers



NEW HOLLAND FARMING APPS

New Holland has developed a whole range of interactive and engaging digital Apps to enable world farmers, both current and aspiring, with their activities.

NH Weather App

Accurate forecasts to plan the activities

NH News App

The latest farming news

Farm Genius App

The New Holland PLM® offering through a fun game

PLM Calculator App

Savings with advanced PLM® solutions

PLM Academy App

PLM® training tutorials and videos while on the job or offline



**Experience New Holland
What's App!**

Scan here to download the Apps



IT'S WHERE TO SHOP **ONLINE** FOR YOUR KIND OF COUNTRY.



Now there's no easier way to shop for officially licensed New Holland merchandise. The New Holland Country Store online is your one stop for all things "true blue" — caps, apparel, toys, home décor, gifts and more. Check out our gift certificates and special online-only offers, too. Shop for your kind of country at www.country.newholland.com.

BRAND PARTNER SPONSORSHIPS

New Holland is proud to partner with these fine organizations.



NASCAR

New Holland is the official Agricultural Equipment of NASCAR®, The National Association for Stock Car Racing—the Number 1 spectator sport.
www.nascar.com



Growth Energy

Growth Energy represents the producers and supporters of ethanol who feed the world and fuel America.
www.growthenergy.org



NCBA National Cattlemen's Beef Association

The NCBA is a national trade association representing more than 230,000 cattle breeders, producers and feeders.
www.beefusa.org



Canadian Cattlemen's Association

The CCA is a non-profit federation composed of eight provincial member cattle associations.
www.cattle.ca



Canadian Forage & Grasslands Association

Providing a national voice for all Canadians who produce hay and forage products and for those whose production is dependent upon forage/grassland production.
www.canadianfga.ca



Canadian Simmental Association

The CSA assists its membership in improving beef production in Canada by encouraging, developing and regulating the breeding of Simmental cattle.
www.simmental.com



FFA

The National FFA Organization is dedicated to making a positive difference in the lives of over 500,000 students by developing their potential for premier leadership, personal growth, and career success through agricultural education.
www.ffa.org



Fisher House

Located at major military and VA medical centers nationwide, Fisher House is known for a network of comfort homes where military and veterans' families can stay at no cost while a loved one is receiving treatment.
www.fisherhouse.org



Lakeland College

This post-secondary college in Alberta hosts one of only a half dozen student-managed working farms in Canada, and is one of the largest in North America.
www.lakelandcollege.ca



Curling Canada Association

The Curling Canada Association (CCA) is the governing body responsible for encouraging and facilitating growth and development of the sport of curling in Canada.
www.curling.ca



Realtree®

Realtree is the world's leading camouflage designer, marketer and licensor of products. Realtree supports outdoor heritage and conservation of natural places.
www.realtree.com



Rocky Mountain Elk Foundation

RMEF is dedicated to ensuring the future of elk and other wildlife and their habitat.
www.rmef.org



Western Canadian Wheat Growers Association

A voluntary farm organization dedicated to creating a policy environment that improves the profitability and sustainability of farming and the agricultural industry as a whole.
www.wheatgrowers.ca



U.S. Custom Harvesters

U.S. Custom Harvesters, Inc. is an association of professional custom harvesters and serves as a link between the harvesters and the many groups of people they work with, including farmers, businesses, State and Federal government.
www.uschi.com



Association of Canadian Custom Harvesters

ACCHI promotes custom harvesting and improves communications and understanding with farmers, the public, equipment dealers and manufacturers and all levels of government.
www.acchi.com



