



Welcome to **AME Newsletter**



It is with great pleasure that I welcome you to our new-look newsletter, which we are re-launching today after a short pause. Our aim is to give you an additional selling tool, highlighting the key features

and benefits of the New Holland products and the opportunities open to you for each range.

We wish this newsletter to be a lively channel of communication with all of you to share useful information about events involving the New Holland in your area, examples of successful initiatives around the Region that can give you good ideas for your business, and keep you informed about what is going on within our Group, CNH.

I hope you will enjoy the newsletter, that you find it informative and helpful to close more sales and grow your business, and I welcome your feedback.

Franco Invernizzi
CNH Construction Equipment AME

GRADERS

Product Focus: **New Holland Graders**

A HIGH PRECISION WITH MASSIVE PUSHING POWER: NEW HOLLAND GRADERS HAVE IT ALL!

New Holland graders deliver on all fronts: they can deal with the toughest conditions and the biggest jobs, they are economical to run, they will maximize your customers' uptime and consistently deliver a massive performance, day after day, year after year. What more could your customers ask for?

1) STRENGTH - Massive traction in all conditions with the New Holland designed powertrain, the powerful and fuel efficient FPT Industrial engine, the torque converter lock-up and robust axles, as well as the unique design with the cab located at the back of the machine, which results in optimal weight distribution for excellent traction.



2) PRECISION – High productivity and controllability with the high precision hydraulic controls that enable smooth and precise operation.

3) EFFICIENCY – High quality grading and power with the unique Roll Away mouldboard design, which leads the material to curl against the blade, resulting in better material mix and consequent more homogeneous spread; together with the central positioning of the moldboard, the design delivers more grading power, requires less effort to push the material with consequent lower fuel consumption.



4) VISIBILITY – Precise operation and safety with the rear-mounted cab and ample 6.67 square metres of glazed surface, which provide exceptional visibility on the blades and ripper in all applications.

5) RELIABILITY – “New Holland tough” build for a longer life with the exclusive “A-Frame” design that completely redistributes the efforts on the structure, even when working with the blade fully extended. The externally mounted ring pinion is virtually shock-free for longer operating life of the machine. The positioning of the front drive circle in front of the central circle protects it from shocks.

6) COMFORT – Low stress and high safety in the spacious cab – the widest in the market. The cab mounted on the rear frame makes it easier for the operator to perform manoeuvres in reverse and check exactly how much the chassis is being articulated. This means total safety in operation.



7) SERVICEABILITY – More uptime and durability as all major components are easily accessible at ground level, allowing for faster routine maintenance operations as well as quick intervention when needed. The engine and oil radiators can be easily checked thanks to the new “flip-up” engine hood. The outward orientation of the central circle teeth, made of hardox steel, makes them easier to clean and better protected.

B BIG OPPORTUNITIES IN AFRICA AND THE MIDDLE EAST

With such an excellent product, there is no lack of opportunities in your market:

A New Holland grader for every need. You can provide the right grader for every customer, whatever sector

they operate in: New Holland offers the most complete range, covering the needs of all segments in the African and Middle Eastern markets – in particular the key segments of road construction and public tenders, where the demand is highest.

High demand in infrastructural works. The African market for graders has been growing steadily, stabilizing in the past couple of years at a volume around 1200 units/year. In the Middle East, the trend has been stable at around 700 units/year. Graders are of primary importance in Africa and the Middle East, as it is a key piece of equipment in the big infrastructural works that are under way throughout the region. There are projects on a huge scale, like the Trans-African Highways network, which aims to address the lack of transport infrastructure that is slowing down the development of the continent's economies. New Holland graders are ideal for this type of project and open the door for you to close big sales in this sector.

Advanced technology, high reliability and easy main-

tenance: these are the key benefits African and Middle Eastern customers appreciate in New Holland graders. These are strong, powerful machines that can deliver high productivity and reliability in all working conditions and bring customers a high return on their investment.

A successful three-model range. Each of the three models in the range has a place in the African and Middle Eastern markets, but today the F170B and F200B at the top of the range are the highest sellers, meeting the high demand of the bigger jobsites in road construction.

New Holland graders are everything you need to make the most of these big opportunities in the large scale infrastructure projects as well as all other industry segments: you can offer your customers choice, performance, and reliability. Build on the excellent selling points of New Holland graders to grasp every single opportunity!

| FACT BOX | F140B | F170B | F200B |
|----------------------|--------------------------|--------------------------|--------------------------|
| Net Horsepower | 104 kW / 140 hp | 133 kW / 178 hp | 153 kW / 205 hp |
| Operating weight: | 14,605 kg | 15,517 kg | 17,210 kg |
| Max operating weight | 16,395 kg | 17,642 kg | 19,265 kg |
| Brochure download | brochure | brochure | brochure |




NEWS FROM THE FIELD

Training for New Holland's dealer sales team in Ethiopia

New Holland held a three-day training course at the Tana Engineering facility in Addis Abeba, Ethiopia. The training covered the technical features of New Holland's latest products. The courses alternated classroom sessions with field walk arounds of a selection of models, driving impressions and sales training with role playing.

Participants appreciated the technical training, which

highlighted the availability of a wider range of options in New Holland's offering compared to local competition, which will give them a sales advantage. They found the sales training and driving impression very useful and expressed a desire for more. The all-round approach to technical and sales training successfully brought the sales team up to date on the latest technologies and selling techniques, to help them drive their sales up.

| SOCIAL | CONTACTS | |
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DO THE RIGHT THING



CHOOSE NEW HOLLAND GRADERS WHEN YOU NEED TRACTION AND PRECISION

Excel in tough jobs with superior grading precision.
Boost productivity with exceptional all-round visibility and operator comfort.
Reach new heights in travel performance, smooth shifting and noise reduction
with high performance transmission. New Holland graders: the machine you need
on your job site – **perfect for road and infrastructural applications.**

