

New Holland Construction launches new website with magazine-style layout, easy navigation and greater interaction

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New Holland Construction's quest to be close to its customers and inviting them into the brand's world continues with the launch of its new website, redesigned to offer more content, more interaction and an overall improved user experience.

Easy navigation tailor made for the user

New Holland Construction's new website offers a fresh, clean interface that is very easy to navigate. The home page's magazine-style layout shows at a glance the brand's latest news and offers, and provides various paths to quickly find the desired information. Users can search directly for the product or service they are interested in, or look for the brand's offering for their industry segment.

A dealer locator built around the customer

Among the most notable improvements is the new dealer locator, which not only makes it very easy to find the nearest dealer but also provides full details: in addition to the address and directions to reach it, users can find the services provided – sales of new or used equipment, after sales service, rental – the equipment sold, business hours, any affiliated dealerships or workshops and the dealer's latest news. This is a dealer locator truly built around the customer.

Comprehensive multimedia product pages

The product pages have also been thoroughly redesigned to provide an overview of the machine, with key features and performance highlights, main specifications, available attachments, multimedia material, links to related content and the possibility to download the full brochure.

A social media hub

The new website also encourages more interaction, building on New Holland Construction's activities on social networks. A new social media wall aggregates the brand's feeds, collecting its social media content and presenting it in an interactive and engaging display, turning this part of the website into a dynamic hub for customers and enthusiasts.



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