



# PARTNERS



THE WORLD  
OF NEW HOLLAND  
AGRICULTURE

# 8

2013

It began with a simple idea - to make farming more efficient, while respecting the environment. As the Clean Energy Leader, we keep working year-round to create a more sustainable way of farming - learn more about conservation agriculture, a concept promoted by New Holland to improve soil quality and productivity, and the innovative implements designed with this in mind. Turn the page for more about all the equipment designed to help in the upcoming busy seasons: three new Tier 4A-compliant T6 tractors with Auto Command™, the newest compact tractors designed for great ground care, the upgraded T4 tractor range, the innovative T3F - the first compact specialty tractor and T4060F - Tractor of the Year 2013 in the 'Best of Specialized' category. Other news includes the opening of the showroom at Basildon's Customer Centre, the new mobile website and the renovated collection of official New Holland merchandising.



## Commander in Chief

Three new T6 tractors with Auto Command™ give farmers the power to command the fields while respecting the environment

► 4



## T4FNV In First Place

The range-topping T4060F has been named top of its class - Tractor of the Year 2013

► 9







# A Sustainable Farming

By promoting conservation agriculture and providing the tools to practice it, New Holland continues to lead the way in sustainable farming

**9.1** billion - that is the expected global population in 2050. This on-going population growth poses new challenges for modern agriculture, which must produce more food from even more limited amounts of land, preserve natural resources, contribute to energy savings and, as always, respond to the demands of farmers by helping to minimise

risk and maximise yields and profits. New Holland knows that sustainable farming is the most viable solution to this imminent challenge and, for this reason, conservation agriculture has been incorporated as one of the pillars of the New Holland Clean Energy Leader strategy. At the 2013 Sima International Exhibition, New Holland presented innovative implements,

specifically developed for European no-till applications, to promote these growing agricultural concepts and bring considerable benefits to farmers. Conservation agriculture is a resource-saving concept that strives to decrease the environmental impact of crop production, while aiming to enhance profitability for farmers and grant high, sustained production levels.

Conservation agriculture is governed by four key principles. Firstly, it ensures minimum mechanical soil disturbance through direct seeding, maintaining minerals within the soil, stopping erosion, and preventing water loss from occurring within the soil. Secondly, this creates a permanent organic soil cover to allow the natural growth



of organisms within the soil structure. The third principle is the practice of crop diversification that naturally reduces the impact of pests and increases the quality of organic matter in the soil. As a result, agribusinesses achieve a more sustainable management of farm inputs, such as fertiliser and sprays, to diminish over-application and enhance profitability.

## Better for business and environment

A prime technique of conservation agriculture is no-till farming. With reduced fuel and labour costs, this one-pass farming practice is advantageous to agribusiness. Plus, yields are boosted thanks to lower amounts of in-field compaction and increased germination rates. By decreasing fuel consumption and emissions, while promoting healthier soil and decreasing the risk for erosion, it is also good for the planet. Paired with New Holland's advanced PLM® software, inputs

and field passes can be managed with even more accuracy and efficiency. Farmers using both no-till and direct seeding techniques have shown that conservation agriculture is the way of the future. In addition to higher yields, they have reported significant reductions in water and fertiliser inputs, increased soil productivity over a longer time span, better moisture retention, more nutrient-rich soil and lower degrees of erosion by wind and water.

## Your partner

Today, New Holland offers a wide range of products to assist farmers in conservation agricultural practices. New Holland ECOBlue™ SCR technology for Tier 4A compliance helps farmers to reduce fuel costs and their operation's carbon footprint. Using advanced PLM® solutions, such as IntelliSteer™ fully integrated guidance, field coverage is extremely accurate and, together with controlled

traffic technology and PLM® Software, in-field passes are minimised while ensuring uniform coverage. Maintaining soil health is easier with New Holland equipment: the optimised power-to-weight ratio of the T6 and T7 tractors and the CR combine with SmartTrax™ rubber tracks which decrease soil compaction. Additionally, the CR range's Opti-Spread™ system ensures a wide spread of finely chopped residue which produces a uniform mulch; ideal for no-till operations. A decrease in farm inputs can be achieved with innovative solutions like IntelliRate™ control technology, which enhances spraying precision with independently controlled boom sections to prevent yield-impacting under laps and wasteful overlaps.

## The challenges of tomorrow

As a partner of IAD (Institut de l'Agriculture

Durable), a centre of expertise created to discuss and debate strategies, as well as drive projects and initiatives for confronting the farming challenges of 2050, New Holland is actively seeking to improve agricultural business and the environment. "Conservation agriculture not only helps farmers boost profits, it also improves the environment in which they work, that's why we've placed it at the heart of our Clean Energy Leader strategy," explains Franco Fusignani, Brand President New Holland Agriculture. "We are currently introducing some new no-till drills to promote this growing agricultural concept." New Holland will continue to support farmers in transitioning to a more sustainable way of farming by providing the best machines and equipment for engaging the principles of conservation agriculture. We will work closely with experts and agronomists to come up with the best solutions to address the challenges of the future.

# Helping You Put Conservation Agriculture to Work

### PS2045 no-till drill: flexible and efficient drilling

This 26-row, 4.5 mt no-till drill with pneumatic distribution ensures precision seeding and fertilising for medium- to large-scale farmers and contractors. Flexible configuration offers both a seed-only drill, for enhanced seeding autonomy and a dual-seed and fertiliser configuration for one-pass farming. Flexibility is maintained, as operators can also position the division plate to regulate the seed/fertiliser ratio and continually monitor fertiliser levels while working.

### PS2030 drill: customisable drilling performance

This 17-row, 3 mt no-till drill grants outstanding operational versatility for all types of terrain and crops and guarantees high-precision sowing of small grains. The seed box accurately meters grass seed, small grains and oil-crop seeds to control the rate of application for optimal germination when working in varied soils. Plus, the PS2030 maintains uniform seeding in uneven terrain with outstanding floatation technology. Its robust design, combined with ease of operation and low maintenance cost, make it the perfect choice for operations on varied terrain and with a variety of different crops.

We are your partner for improving business and the environment, creating solutions today to face the challenges of tomorrow





# Commander in Chief

Three new T6 tractors with Auto Command™ give farmers the power to command the fields while respecting the environment

**T6**  
*Auto Command™*

In order to be profitable and keep up in today's world of modern farming, it's imperative that you make the most out of your land, time and resources, like fuel. The highly acclaimed range of T6 tractors now has three new Auto Command™ continuously variable transmission models to guarantee that professional farmers, contractors and specialist agribusinesses have the powerful yet comfortable operating they demand,

combined with the benefits of efficient, clean-running machines that are T4A compliant. New Holland's compact, four-cylinder T6.140, T6.150 and T6.160 models produce up to 163hp and an impressive 676Nm of torque at a mere 1500rpm with Engine Power Management (EPM). With the Auto Command™ transmission, these tractors are ready to command even the most unruly tasks and operating conditions.







## Lightweight Power

With power-to-weight ratios as low as 30 kg/hp, the best in the segment, the T6 with Auto Command™ supplies power without compaction. When EPM is activated, it provides engine power usually reserved for larger, heavier tractors. While it offers higher payloads for transport tasks, the compact, lightweight design makes operating and manoeuvring easy, while helping reduce compaction in the field. The benefits of decreased compaction rates include healthier, more productive soil and, most importantly, higher yields. The international award-winning Auto Command™ transmission utilises intuitive harvesting operating logic to optimise mechanical drive. Proven effective on over 10,000 transmissions put into motion to date, Auto Command™ reliably delivers peak efficiency at the most frequently used operating speeds for cultivation and high-speed transport.

To help farmers increase both efficiency and productivity, the T6 Auto Command™ will soon be compatible with New Holland's IntelliSteer™ fully integrated auto guidance system. Used together with PLM® software by New Holland, the T6 gives operators the tools to command field operations - creating prescription rate maps, in-field guidance paths, and granting pass-to-pass accuracy of 1-2cm - to increase yields and significantly reduce field compaction, inputs and fuel consumption.

## Chief of Fuel Efficiency

The 125 litre/minute CCLS hydraulic pump, which comes standard on all T6 Auto Command™ models, ensures oil flow is supplied only when it's demanded and it decreases the engine speed requirement. This allows the Auto Command CVT to be

engaged as much as possible and take full advantage of its fuel-saving potential - ultimately lowering operators' running costs.

## Comfort and Style

New Holland machines have changed the rules; working doesn't have to feel like work. The T6 Auto Command™ is no exception. Operators will feel like it's their day off thanks to smart design and the SideWinder™ II armrest that has won multiple awards for ergonomic excellence. The armrest and the entire console can also be moved or shifted for customised comfort. The CommandGrip™ multi-function handle combines all the key controls for intuitive operating and makes it easy to fine tune target speeds and activate the cruise mode. Using force-based logic, increasing and decreasing speed is as simple as pushing the CommandGrip™ handle forward or pulling it back. The T6 Auto Command™

# ECOBlue™ SCR Technology

As the Clean Energy Leader, New Holland is committed to offering a wide range of clean energy equipment as they seek sustainable farming solutions. Running on ECOBlue™ SCR technology, the new T6 models have low emissions and are Tier 4A compliant. This innovative technology developed exclusively by New Holland grants numerous advantages and the numbers speak for themselves; it allows up to a 10% reduction in fuel consumption and helps operators slash their carbon footprint by as much as 19%. Efficient operating, but never lacking power. The Engine Power Management feature further helps optimise fuel consumption while providing a 33hp boost to take on challenging operating conditions. Visit [www.carbonid.newholland.com](http://www.carbonid.newholland.com) to find out how much carbon you could save.



Command the fields. The power to take on tough jobs and the power to boost on-the-job efficiency is now in your hands

range has been upgraded with Horizon™ Cab, the industry benchmark for comfort. In both low-profile and standard roof variations, these tractor models offer the ultimate in operator comfort. In response to customer feedback, air conditioning, Bluetooth radio and the lighting controls have been positioned together on a roof-mounted panel. The rear tinted window reduces the impact of harsh solar heat. Extra storage and charging points provide a convenient place for placing mobile phones or an MP3 player while operating. Putting operators in prime position with full command is the completely integrated IntelliView™ III interactive

monitor, or the optional 26.4cm, ultra widescreen IntelliView™ IV monitor. It has been precision mounted to guarantee that the operator's natural line of sight is clear for the entire work area. All parameters can be analysed and modified on the go via the easy-to-use colour touch screen.

## Blue Power Version

Luxury can be an everyday experience with the Blue Power T6.160 Auto Command™. In addition to the optional luxury pack for the T6, the Blue Power version features distinctive exterior styling

and luxurious details that make a long work day go by quickly. "The T6 Auto Command range is set to become the default choice for professional farmers, contractors and specialist agribusinesses," explained Luca Mainardi, Head of Tractor Product Management at New Holland. "High PTO power makes this range perfect for specialist row crop and vegetable operations and low soil compaction figures are ideal for professional spraying contractors. Smooth acceleration and deceleration facilitate high-speed transport and industry leading ECOBlue™ SCR technology completes this efficient package."



# Introducing the New T4

The T4 tractor range has been completely redesigned and upgraded



**T**he tractor range designed for livestock farmers and small-size mixed farmers is now even better. Tier 4A, Common Rail technology and with three higher horsepower premium tractors, the new T4 series is capable of increasing your productivity on any number of jobs, from extensive hay and forage, feeding and transport applications to cultivating and hand sowing. The power behind the T4 is a 3.4 litre, Common Rail F5C engine created specifically for agricultural and livestock operations. In fact, the engine delivers between 86 – 107hp and runs with sustained maximum power within the most common operating range - from

1900-2300rpm - for outstanding flexibility when carrying out most tasks. Productivity is guaranteed even in demanding environments as the T4 offers maximum torque of up to 444Nm and an impressive 35% torque rise.

## Tier 4A efficiency

T4 models are Tier 4A compliant, thanks in part to state-of-the-art Cooled Exhaust Gas Recirculation technology (CEGR) which works to reduce the engine's cooling demands. Exceptional transient response is granted by the precision fuelling system integrated into these Common Rail engines. Plus, all engines are compliant with B20,

allowing them to run on 20% biodiesel.

## VisionView™ cab

Long work days fly by with the deluxe VisionView™ cab developed exclusively by New Holland. Designed around the operator using advanced virtual reality techniques, this cab is ergonomically tailored to maximize on-the-job productivity. One example is the ergonomic 'Command Arc' where the electronic draft control (EDC) mouse and all the other main controls are located. Operators will appreciate the all new dual zone air conditioning system and will also notice the spacious feel of the

VisionView™ cab, now 20% larger than before yet with low overall height enabling access to small spaces. True to its name, with the VisionView™ cab the field of vision is completely clear. The exhaust muffler has been repositioned and curved and opening rear side windows have been added for all-around unsurpassed visibility.

## Powerful Hydraulics

In addition to the wide tyre selection, extensive transmission offering, front linkage configurations and flexible PTO options available for T4 tractors, the variety of hydraulic packages makes it possible to select

the right tractor to suit your individual needs. The 48l/min pump for hydraulic application is perfect for standard farming work. The MegaFlow™ variant, supplying 64L/min of hydraulic flow to the main pump ensures uniform performance in even the most challenging conditions. Additionally, the services pump, providing 36 l/min., ensures that steering is always light and responsive. Three rear and two mid-mount hydraulic remote valves can be fitted.

## Superior Protection

Most T4 models are available in the ROPS variant for standard

operating safety. The foldable ROPS is a great option for working in enclosed areas or spaces with low overhead clearance. The full FOPS (Fall on Protection System) compliant canopy ensures the utmost safety and both options guarantee the same great operating environment and ergonomic layout as cabbed models.

A wide range of exclusive New Holland solutions ensure that you have the perfect T4 tractor for the job





# Ground Rules



With a dedicated support network and specifically designed tractors, New Holland has laid out new ground rules for great groundcare

**G**roundcare covers a lot of ground, literally. It includes everything from small agriculture operations to landscaping and gardening businesses, personal lawn care to municipalities, golf clubs to recreational facilities. This year, New Holland is renewing its commitment to this category by building a specialised network of experienced dealers and a dedicated service team. Specifically designed to meet the varied needs of groundcare customers, they have also developed a series of compact tractors. The new product offering has infused New Holland's DNA of quality, reliability and technological innovation into multi-application machines with nine new models that develop between 23 and 51 hp.

## Boomer 20-50

New Holland offers a full line up of tractors fit to meet the demands for both personal and

professional groundcare. Six new compact Boomer models deliver between 23 to 47 hp and are available with a choice of mechanical and hydrostatic transmission options. All the power demanded for mowing grass or ploughing snow and soil with the ease of a full-sized tractor is delivered thanks to the super efficient three and four-cylinder engines and the dual-pump hydraulic system. Durable construction, high ground clearance, four-wheel drive and the differential lock foot pedal make the Boomers 20-50 ready to handle all conditions, guaranteeing sufficient traction even in slippery mud and snow. STARCO tyres come standard on all Boomer 20-50 models and are fit for a variety of applications, such as agriculture, turf, and industrial. New Holland's advanced Sensitrak™ traction management option is perfect for working on fine turf, protecting it even on tight turns.



At the same time, the small size of these Boomer models grants easy access to tight work areas, light-weight manoeuvrability and easy steering. With the SuperSteer™ option developed by New Holland, the Boomer 20-50 has a turning angle of 75° and a turning radius of less than 2,800 mm. The Boomer 20-50 series guarantees the flexibility and quick implement response that efficient groundcare requires. With these models, moving from one type of task to another is quick and simple; smart engineering has taken the hassle out of changing implements. Plus, a full package of tools, for example mower decks, front loaders or snow-removal implements, is supplied exclusively to the New Holland network thanks to their partner, MATEV.

## Boomer 3000

Three higher hp Boomer 3000 models, which transmit from 41 to 51 hp, are the only ones in this category to have the extra advantage of New Holland's industry-leading EasyDrive™ continuously variable transmission (CVT). The innovative CVT has the fixed speed capability of a mechanical transmission in addition to the ease of hydrostatic drive. Benefits include quiet, efficient performance and smooth speed progression up to 30 kph. Operator comfort is enhanced with ergonomically located, colour-coded controls, radio, ample operating space and extended legroom, as well as reduced engine noise. The Super Suite™ Cab is the most spacious and comfortable cab

Features like the pivoting hood and easy-to-access routine maintenance points, make it easy to keep Boomer models in tip-top shape



available for this type of machine, offering superior noise insulation, all-round visibility with the addition of a roof hatch and fully adjustable heating and air conditioning.

## Rustler™ 120

Another great tool to have on hand for groundcare operations is the New Holland Rustler™ 120. With rugged performance and smooth ride, it is a true taskmaster helping accomplish jobs on the farm, ranch, construction site, golf course or recreational facility.

The all new Boomer range combines big-tractor power and small-tractor manoeuvrability with New Holland's proven reliability





# Importa

New Holland Agriculture is strengthening its global leadership in the specialised tractor sector through continual development of its specialty tractors in the lower horse power range, like the new T3F. Recently, New Holland also extended its product offering for the higher horsepower segment with the launch of the 106hp T4000VNF, named "The Best Of Specialized 2013"

## T3F The First Ever

The latest New Holland tractor to hit the market, the T3F is the first ever compact specialty tractor

New Holland is the worldwide leader in specialty tractors and it proves this again with the launch of the T3F series, which completes the lower horsepower range of machinery designed and engineered specifically for specialty tasks. These four models combine New Holland's signature compact design with the perfect power supply for orchard, viticulture and gardening businesses as well as municipalities. "Operators will no longer have to trade off size for power: the new T3F will satisfy their power demands in intensive applications,"

said Luca Mainardi, Head of Tractor and PLM Product Management. Building on New Holland's tradition of excellence in producing specialty tractors, this revolutionary tractor series gives operators the power, manoeuvrability, hydraulic performance, comfort and rugged design that they need to take on every specialised job.

### First in Compact Power

Operators can now manoeuvre effortlessly around orchards and

vineyards and slip between narrow rows without damaging or overlooking valuable crops because T3F models have an ultra-narrow body - 1,350mm at its widest point. Tight turns are no problem either with the 3.4m turning radius, 45° turning angle and 1,860 mm wheel base. The forward-folding ROPS also grants easy access into spaces with low overhead clearance. The entire T3F range runs on powerful three-cylinder, 2.9 litre, turbo-charged and intercooled S8000 engines, which develop between 50 – 72hp, a hefty punch fit for a variety of specialised tasks and flexible enough

for your specific business. True to the FPT Industrial name, the S8000 engines are fuel efficient and fully compatible with B100, 100% biodiesel, while offering top in-field performance with high torque and an impressive 34% of torque backup.

### Hydraulic Performance

The T3F series features two fixed displacement hydraulic pumps that supply a flow rate of 84 litres/minute. Braking is enhanced with the 52 litre/minute pump for the three remote valves and the trailer brakes and a 32 litre/minute service pump ensures consistently light and responsive steering. Lifting and lowering

rear-mounted implements is smooth and simple with the mechanically operated hydraulic hitch, which comes standard throughout the tractor range. New Holland's renowned Lift-O-Matic™ system moves implements to a pre-set height with an easy-to-use rocker switch and, even at full capacity - 2,277kg, 'soft-drop' technology guarantees the implement is gently returned to work, optimising reliability and longevity of the machinery. T3F models are also fitted with hydraulically assisted PTO actuation, for smooth engagement. The PTO automatically disengages when the tractor is switched off, for enhanced operating safety.

### Comfort and Design

The T3F was designed to offer the ideal combination of comfort and durability. Its suspended platform assures perfect noise and vibration isolation, supporting an operator environment of unbeatable comfort and ergonomics. From the large, adjustable seat, the operator has an unlimited range of visibility on all sides. Controls are easy to reach and the instrument panel is clear and intuitive, providing the key operating parameters at a glance. Everything is designed to reduce fatigue, maximize work rates and boost productivity.



The T3F is the first specialised tractor that can deliver the power without the bulk



# nt Firsts



## T4FNV In First Place

The range-topping T4060F has been named top of its class - Tractor of the Year 2013

New Holland was recently awarded the distinguished title of Tractor of the Year in the 'Best of Specialized' category at the 2012 EIMA event. At the top of the range, the T4060F represents the best that specialty tractors have to offer. The new 106hp T4060F model was developed with specialty applications in mind - orchard, narrow and vineyard. This model supplies a high power output in a compact machine that is ready to tackle highly specialised tasks. It produces a maximum power output of 106hp at 2,300 rpm, running on a 4.5 litre, turbo-charged, intercooled Nef engine, which is fully compliant with B100

making it functional with 100% biodiesel. Plus, the T4060 boasts 31% torque rise for challenging tasks and difficult conditions. To celebrate the award, the entire T4000F/N/V series has been renamed T4F/N/V. The whole T4F/N/V range offers outstanding operating efficiency and fuel savings of up to 5% is possible thanks to the new PTO ratio. The stylish series also features a rear outlet from mid-mounted valve block controlled by an electro-proportional joystick and now benefits from the exclusive New Holland Lift-O-Matic™ Plus system and the Specialty Spreader Kit for variable rate spreading. Read on to find out more about these, and other, great new features.

### Top Efficiency

Transmission options in the T4F/N/V range grant the right amount of power to fit your needs and advanced features include powershuttle, power clutch, and creep speed options. The new Park Lock system available on Dual-Command tractors works by mechanically locking the transmission for extra safety when parking on steep inclines. Using the colour touchscreen FM750 display it is easy to monitor all the key parameters, including actual working speed based on GPS signals, worked area, fertilizer application rate and the remaining amount of fertilizer. Advanced row-tracing technology provides invaluable information for increased infield efficiency, identifying the rows that have been covered to prevent overlaps.

### Under Control

Modern attachments often need three or more remote valves. No problem for the T4F/N/V; up to three remotes, plus two push-button controlled flow dividers, allow as many as 10 outlets to be specified. A redesigned mid-mounted valve block now allows eight hydraulic outlets operated by electro-hydraulic valves to be fitted in addition to four outlets at the rear of the tractor. With the flip of a switch, the integrated spool valve for hydraulic motor is activated and the oil flow rate can be adjusted as required (max 33 l/min.) via the electrical control valve. The award-winning mechanical hydraulic control Lift-O-Matic™ Plus system raises and lowers the rear linkage on turns, while maintaining position and draft settings, and the lever makes precise adjustments possible.

### Specialty Spreader Kit

New Holland knows that for growers productivity demands optimised inputs and maximised outputs. The Specialty Spreader Kit available for the T4060F uses GPS technology to adjust fertilizer application rates with respect to location and speed. Once the area is mapped, identifying high and low-yield zones, New Holland PLM™ software analyses the data and transfers it to the on-board precision farming package that adjusts fertilizer application accordingly. Accounting for variances in topography, soil types and work rate, it ultimately increases yields and can decrease fertilizer input by as much as 15%.

### Blue Cab

Available with the advanced Blue Cab,

T4F/N/V tractors offer optimal protection and operators feel its comfort-enhancing benefits from the start: thermostatically controlled air conditioning and clear all-round visibility, as well as New Holland's unrivaled ergonomic details. Provided with anti-pollen, recirculation and active carbon filters, the Blue Cab meets category 2 EN 15695-1 requirements. The air delivery and filtration system blocks dust, while the ventilation system draws in 20% more air than standard cabs, quickly stabilising the internal temperature. Overall, the Blue Cab ensures a clean, fresh, comfortable work environment.

Special tractors for specialty tasks. Award-winning solutions for first place productivity





# New at Basildon

This year Basildon is welcoming record numbers of visitors from around the world to see the shiny New Holland machinery on display in a brand new showroom

The all-new showroom, which recently opened its doors to the public, is located adjacent to the Customer Centre and spans 1,200 square metres.

It is a highlight of a tour that offers a complete, 360° experience of agricultural history, Basildon heritage and New Holland technology.

This spacious and contemporary building looks like a gallery, but the art on display is not paintings or statues, but state-of-the-art machines that have revolutionised agriculture. Here the pedestals are giant tractor tyres and the works on display are rows of shiny equipment. Every kind of machinery, manufactured in New Holland plants around the world, is on display in the showroom, while the Innovation Area features the modern technology of the machines produced specifically at the Basildon facility. It is a unique opportunity to learn about

the role New Holland has played in farming history and how it is leading the way to the future of agriculture, in an exciting, hands-on way.

## World Class Manufacturing

Visitors to the Customer Centre can learn about the evolution of agricultural machinery up close, but they can also tour the award-winning tractor plant and see the mechanics of advanced World Class Manufacturing (WCM) processes that have been recognised with the coveted Bronze level.

Producing a tractor every 4.5 minutes, each one built to order and customised to fit customer specifications, along an assembly line that stretches over 2km, the manufacturing process is a spectacular demonstration of industry in action. Guests can observe as components from specialist production centres are assembled to build the best-in-class T6 and T7 tractor series.

Basildon employs innovative



WCM production techniques focused on increasing manufacturing performance by reducing waste and losses, while improving standards and methods. It guarantees enhanced energy efficiency and reduced environmental footprint, as well as the highest quality product possible.

Every component installed at the Basildon plant is inspected and certified before it is sent to the assembly line, where skilled technicians check each

quality requirement. Final inspection covers every function and command - from top to bottom and quality audits are carried out to ensure each machine is worthy of the New Holland name.

## Welcoming Visitors

Each guest to the UK headquarters gets a comprehensive New Holland factory experience. In the first five months of 2013, nearly 2,000 customers, dealers,

journalists and students have already toured the cutting-edge facility, including the most recent addition. Showing an impressive 77% increase in the number of visitors over the previous year, in 2012 there were just under 5,400 people who came to tour the new Basildon Customer Centre after it opened its doors to the public in December 2011.

Basildon looks forward to hosting more visitors in the future

## Basildon History

Producing tractors since 1964, the Basildon Plant in Essex is New Holland's UK headquarters and home to their class-leading T6 and T7 tractor models. The plant has a strong heritage and works constantly on product development, improving upon and building the tractors that will shape the future of agriculture.

Recognised with the World Class Manufacturing Award and the Manufacturing in Action Award, Basildon is a recognised leader in production quality and performance and continues to support New Holland in offering innovative agricultural solutions.





# New BigBaler series

## A year on from Launch

Ever since New Holland's new generation BigBaler range had its global launch at Cereals back in 2012, it has set a fresh benchmark in the professional baling segment

Up to 20 per cent capacity increase and up to five per cent denser bales will significantly improve productivity and profitability. Cutting edge features such as the all-new MaxiSweep™ pick-up and enhanced pre-compression chamber crop flow monitoring have been combined with proven features in the form of Double Knot technology to offer unsurpassed baling performance for professional hay and forage operations, straw contractors and large scale arable farmers. After a year of comprehensive demonstration programmes across the UK, the New Holland new generation BigBaler has left a lasting impression with UK's baling elite. Oliver Peters,

a baling contractor operating around Hertford and the surrounding area, said: "Very impressive – New Holland have thought of everything with the design of this baler: unsurpassed performance with excellent user-friendliness. "The new design pick-up has vastly improved the performance of the baler in all crop conditions. It is a lot sturdier due to the beefed-up cam design in the pickup. Also the S-shaped side shielding helps reduce the build-up of lumps, further improving the feeding capabilities of the pick-up." The MaxiSweep™ pick-up has been completely redesigned to ensure that every last blade of profitable

crop is safely baled. The addition of a roller wind guard ensures smooth crop flow from the swath to the baler and it prevents crop flow disturbance for uniform bale production. Swath transfer has been further enhanced by the sculpted pick-up side shields. Their distinctive S-shape design draws all crops in, even when negotiating tight corners and smoothly feeds snagged crop into the pick-up. The pick-up edge now features crop guides to assist the final tine in collecting every blade of crop. The all-new, heavy duty gearbox, has enabled an increase to 48 strokes per minute for higher

throughput into the bale chamber which means that higher ground speed is now possible. This offers a significant productivity improvement for operations that work in moisture sensitive crops, or for those who bale in areas with unstable weather conditions. The introduction of a larger diameter, high inertia flywheel which neutralises variations in crop flow has made this possible. Chris Chilvers, branch manager at Ernest Doe's Big Baler Centre, Marlesford, said: "The new pick-up and feed system means it will handle a lot more straw than the previous models, and it will suit those looking for high output with large areas to bale, and who

need a baler that will handle a large variety of crops." The BigBaler benefits from distinctive New Holland styling. Characterised by flowing elegant lines that scythe through the air, this quintessentially New Holland design, fully in line with all flagship harvesting products, offers significant advantages in terms of servicing and safety. It was eye-catching enough to win the 2012 GoodDesign™ award, an internationally renowned title conferred by the Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture, Art, Design and Urban Studies. Another prize was

the recent North American AE50 award for the BigBaler's unsurpassed productivity and efficiency, with outputs as high as 110 bales/hour. A sought-after Silver Innovation Medal was also bestowed on the BigBaler by the jury at the Sima Exhibition, Paris. But it's the practical opinions of customers who matter most. Robert Lane, a large baler contractor from the Bedford area, stated: "I was very impressed with the access to the servicing points of the machine, it's a lot better having everything all under the one hood. This means the operator can do a more thorough job on maintenance but in a lot less time."





# New Holland tractors rolling off forecourt after two prestigious deals



Blenheim Palace is a monumental country house situated in Oxfordshire and residence of the dukes of Marlborough. It is unique in its combined usage as a family home, mausoleum and national monument. The palace is also notable as the birthplace and ancestral home of Sir Winston Churchill

New Holland tractors have been rolling off the forecourt at the Turney Group after prestigious deals with Blenheim Palace and one of the UK's biggest grounds maintenance companies

The larger of the two sales saw four T5050 tractors supplied to the Weston-on-the-Green branch of Continental Landscapes Ltd, in Oxfordshire. The second was a particularly high-status agreement with the famous Blenheim Palace estate in Woodstock, Oxfordshire. It took delivery of a T4.75 tractor to help keep its immaculate grounds in order. Robert Millar, groundcare sales manager at the Turney Group, said: "These excellent deals

were secured thanks to a winning combination of our commitment to customer care, and the quality and reliability of the machines." The T5050 deal with Continental Landscapes Ltd, included three Ransomes 5/7 gang mowers and will be deployed at Richmond Council's depot. Tom Dew, plant manager at Continental Landscapes Ltd, said: "We keep a very stringent history of our tractors. The New Holland tractors have simply been outperforming other tractors in our fleet."

Blenheim Palace, meanwhile, will be using its new T4.75 to maintain the award-winning gardens and parkland in immaculate order, both for His Grace The Duke of Marlborough and the 600,000 visitors that arrive each year. Blenheim Palace Head of Gardens Hilary Wood said: "We have been dealing with the Turney Group and New Holland for over 30 years and our alliance with both companies remain as strong as ever due to the excellent workmanship, quality, reliability, customer care and strong customer commitment."

## New Holland makes it easy as guidance systems expand nationwide

More and more farmers are able to cut costs and drive up the efficiency of their operations thanks to New Holland's state-of-the-art guidance systems spreading around the country





# Contractor shifts to blue with New Holland T7 tractor

After more than two decades using another company's machines, a family run business in Northern Ireland has turned blue

The Lagan Brothers, a family-run business which has previously bought from John Deere, recently decided to switch allegiances to purchase a New Holland T7.250 Sidewinder II. They bought it from Brian Keys Tractors in the Fermanagh and Tyrone region, one of the many local dealerships that form New Holland's network around the United Kingdom. Customer Seamus Lagan said: "It's fit for the job and the price was good. I liked the whole look of it and the whole package, especially the back-end brake." "The cab was very comfortable and it was very well laid out – everything was at your fingertips." Salesman Seamus McNamee said the new tractor would not only be good for the Lagan Brothers' business but would help show the way for smaller operators,

particularly with its fuel economy. "I can't take the credit myself; it's the tractor that sold itself – it's a classy-looking machine with its metallic blue Maserati-style finish," he said. "And New Holland's name was a big selling point." Among the T7.250's selling points were its Selective Catalytic Reduction technology which brings substantial benefits in machine power, productivity and fuel economy while guaranteeing Tier 4A emissions compliance. Its speed ranges from as low as 0.03kph to 50kph. Seamus McNamee added: "What happens is that if the smaller outfits see the bigger contractors, who change equipment more often, taking on new makes of machines they follow their lead. "A major deciding factor on all deals is the all-round value for money for the tractors'

high specifications, as they are so competitively priced against other leading brands." It performs exceptionally well both in fuel economy and comes with the customary after-sales care, with New Holland dealerships offering experienced and highly trained staff to diagnose and repair the entire range of machinery.



As dealerships adopt the technology, customers are able to take advantage of the GPS power that pinpoints moving machinery, such as harvesters and tractors, with accuracy down to 2.5cm. Accuracy means efficiency; whether that's saving time and fuel costs by following an optimal route harvesting a field for high returns, for example, or covering the maximum area when seeding, spraying or cultivating. In England there are now 14 New Holland dealerships with Real Time Kinematic (RTK) radio base stations, each giving reliable coverage over about 700 square miles. Five of these also benefit from

additional Ntrip technology which expands coverage to 2,100 square miles by broadcasting via mobile phone, with accuracy of between 2.5cm and 3.5cm. A new radio base station unlocks New Holland Precision Land Management's (PLM) range of products to simplify fleet management and mapping, such as the EZ Pilot™ system. A team of vehicles can be marshalled with improved communications delivered by PLM and their progress and location displayed on a single computer screen. Recent RTK installations include Burdens Group Ltd in Lincolnshire; Wiltshire-based T.H. White Ltd; RES Tractors Ltd in Leicestershire; Haynes

Agricultural Ltd in south-east England; G & J Pecks Ltd in Cambridgeshire; and Agricar Ltd in Scotland. Several more are planned. New Holland Precision Farming Specialist John Downes said: "New Holland customers are welcoming RTK coverage increasing around the country at affordable prices. "We already have large areas covered by our dealer networks and the advantages are clear: greater efficiency makes for better business by cutting wasted costs, time and energy. It's a smart investment. "Our dealerships understand how useful this system is proving to customers and many are planning to extend their coverage."





# Wet weather turns attention to combine tyres and traction

The British are often teased for their renowned fascination with the weather – but for those whose livelihood is inextricably linked to the conditions it's a serious matter

In particular 2012 was a record-breaking year for all the wrong reasons. Grey clouds emptied their rain over the UK's countryside seemingly for months on end, leaving soggy farmers counting the cost. So far 2013 is shaping up to be similarly damp which, combined with the memories of last year, is prompting second thoughts on equipping combine harvesters, particularly tyre equipment and traction options. The weather meant last year's launch of New Holland's SmartTrax system was fortunate for customers. As combines become more productive they also get heavier with

wider headers and larger graintank capacities. The flotation capacity of a track system has obvious benefits – but tyre solutions should not be dismissed so easily, advises Nigel Honeyman, New Holland's harvester product marketing specialist for the UK and Ireland. "Tyre technology itself has come on in leaps and bounds over the last five years," he says. "The only consideration that was once paid to tyres was whether they could fit through a gateway, but with tyres such as Michelin's Cerexbib ultra flex tyres, flotation tyres are available in a width format that still enables a machine to be

moved along a public highway." Road transport width is increasingly important because as distance between farm units has increased, so moving machinery safely is a serious consideration. Road transport legislation is less strict than in Germany, but the solutions used there to accommodate a transport width of under 3.5 metres are still valid for extreme cases in the UK and Ireland. "Working within the constraints that exist there, New Holland now has axle configurations that can accommodate the 710/70R42 tyre and keep a high output machine such as the CR9090 under

the magic figure of 3.5m," Nigel says. But what about higher transport speeds? He explains: "At present, while there is plenty of talk about refreshing the road laws concerning agricultural vehicles, the present laws are quite clear. While it is technically possible to make a combine travel at 40km/h, it is simply not legal to do so. Machines under 3.5 metres are allowed to travel at 30km/h and any machine that exceeds 3.5 metres is limited to 20km/h." In wet and extreme conditions dual wheels were the go-to answer for traction, but they are less popular thanks to the difficulties associated with fitting, transport and

the inevitable extra stress placed on the combine chassis. So attention has now switched to the advantages of a powered rear axle, using wheel motors driven from the hydrostatic circuit. Alan Jordan, director of Yorkshire-based Russells Group, explains: "Back in 2007, a customer requested a solution for his combine harvester in wet conditions. He had experience of a powered axle on a potato harvester and we fitted a powered rear axle to his combine. The following day, he suggested that I visit him in the field where his machine was operating. On arriving at the farm,

I saw the harvester travelling up and down the field and unloading into trailers over the hedge, because the field was so wet that even tractors could simply not travel. "Word quickly spread throughout the local community and now a powered back axle is a regular fitment on combines sold in the region. "I can safely say that there are farms where last year the harvest could not have been completed without an all-wheel-drive combine," concluded Alan. "It obviously absorbs some power, but in extreme circumstances, what are the options? Sit and do nothing or get some work done?"



# Stay tuned!

For New Holland, attention to innovation is essential - both in studying the company's products and in the choice of communication tools. To communicate effectively with customers and offer simple solutions in real time, the brand is focussing on mobile applications



To enter the New Holland world, obtain information, share ideas and content, all you need now is a smartphone. Attentive to technological developments in all fields and in line with the trends of worldwide communication, the brand is focussing on mobile applications. Smartphones are becoming more and more popular, to the extent that they are now a fundamental communication platform. That's why New Holland has redesigned its website content so it is compatible with this medium, making the most of the potential of the device. All content and services offered by the website are now available via smartphone as well as some additional functions and tools.

## Georeferencing

At the moment of connection, the New Holland mobile website immediately proposes the local version of the market in which the user is located (for example, if the site is accessed from London it will automatically load the UK version of the site). This type of georeferencing applies both to the home page and to the dealer locator page. In the latter case the site automatically indicates the dealers closest to the user. When one is selected, the distance from the user's location is displayed, so he can calculate the route to reach it, call directly or send a mail, and this data can be uploaded to the contact address book.

The user can also select that dealer as their favourite: in this way the reference remains on the home page so that it can be called at any time.

## Pooling and sharing information

The tool "Under the spotlights" enables the user to read all the latest information about New Holland rapidly in one place. The system allows the grouping of information published on the site, via social media (such as Facebook, YouTube and Twitter), as well as news and promotions on the reference market. All the content can be filtered according to source or topic of interest. A "read later" function is also available, typical

of mobile content, which allows the reader to save a bookmark and read the contents later. Lastly there are links to all the social networks so that the user can share the information they find most interesting.

## Focus on products

As always in New Holland communications, on the mobile version of the website the product is in the foreground. The site has a wealth of videos and picture galleries that can also be accessed using the device's typical "swipe" function. To complete the images of the vehicles, product charts are available for anyone who wants to know more about their technical aspects. Appearance and navigation of the site

are consistent across all devices whether accessed via smartphone, tablet or computer, to enable users to pass with ease from one medium to the other. At the moment mobile versions are available in English, Italian and French, versions in other languages will be on-line shortly.

The brand is focussing on mobile applications, in line with worldwide communication trends and is attentive to technological developments in all fields



Precision Land Management

# FarmGenius

## Everyone's crazy about FarmGenius

New Holland



This is the new App that allows you to enter the world of precision farming at New Holland Agriculture and have fun. With FarmGenius it's virtually possible: you can start and stop farming vehicles at work in the fields, take action when they run out of fuel, earn coins and use them to improve the fleet with PLM®New Holland systems, save your best performances for each level and share the results on Facebook and Twitter. The challenge is simple but requires skill and precision: you have to keep an eye on all the fields of the farm, prepare them, sow your crop and then harvest maize, wheat and grapes. Sometimes the fields are shrouded in fog, the soil is particularly uneven and difficult to work, or night falls. So only by purchasing the PLM®New Holland systems it is possible to make the farming machines efficient and fast even in the most difficult conditions. Available for smartphone and tablet on iTunes and GooglePlay, it is enjoying great success with people from all walks of life, who have been attracted by its captivating graphics and entertaining game, which once you start you just can't stop!





# A New Style for newhollandstyle.com

Now, it's easier  
than ever to make  
purchases from  
the online store

The online shopping website created to facilitate purchasing of official New Holland Agriculture merchandise has been renovated through and through

Updated with new offerings in all of the product categories and a renewed commitment with our partner which manages this online shopping portal, the website that brings all of the official New Holland Agriculture merchandise to customers in Europe, the Middle East and Africa has been upgraded to serve you even better. Visitors to the website can now effortlessly browse the range of items in the New Holland Style offering: clothing for men, women and children, brand products, original gift ideas, corporate memorabilia and a wide collection of scale models of iconic New Holland Agriculture equipment. The process is fast and reliable - just visit the website to make purchases from the online store; payment is simple and quick using any major credit

card and the merchandise is delivered efficiently, directly to your door.

## Enriched website

The fresh look and feel of the website adds to its new design which has been enhanced to make it as accessible and easy to navigate as possible. It allows users to easily browse the different collections, choose the products they want and drop them into their cart. A convenient selection window allows users to choose items not just according to the product name or collection, but also by the price range. Plus, the latest arrivals and promotional offers are clearly highlighted so that you know you are always getting the best deal. New Holland is an international company

serving customers around the globe. The newhollandstyle.com website is now available in nine languages, ensuring that everyone can find exactly what they're looking for with ease.

## New Provider

Since 2011, the company Seri Group has been a trusted partner of Fiat Industrial, responsible for managing all activity as the official merchandising provider across all brands. The Seri Group has managed the official New Holland Agriculture collection through the newhollandstyle.com e-commerce website. With the support of the New Holland Brand, they have developed and are now presenting a wider, improved offering that is focused around customers.

Everything is conveniently located in one place and users can shop for the items that suit their taste and their needs for work and everyday life. The Seri Group has more than 30 years of experience and manages over 200 personalised customer loyalty services each year. For each project,

the Seri Group develops and customises, from styling to design, items that meet the needs of each brand, producing hundreds of certified, quality items and distributing them all over of Europe, Asia and Africa. Their mission is to manage fully integrated marketing solutions through their coordinated

'ecosystem' of highly specialised companies. They have a flexible internal logistics management system working throughout their 20,000 sq. m. of warehouses throughout the world and organising more than 480 suppliers brought together to deliver the brand products that customers demand.

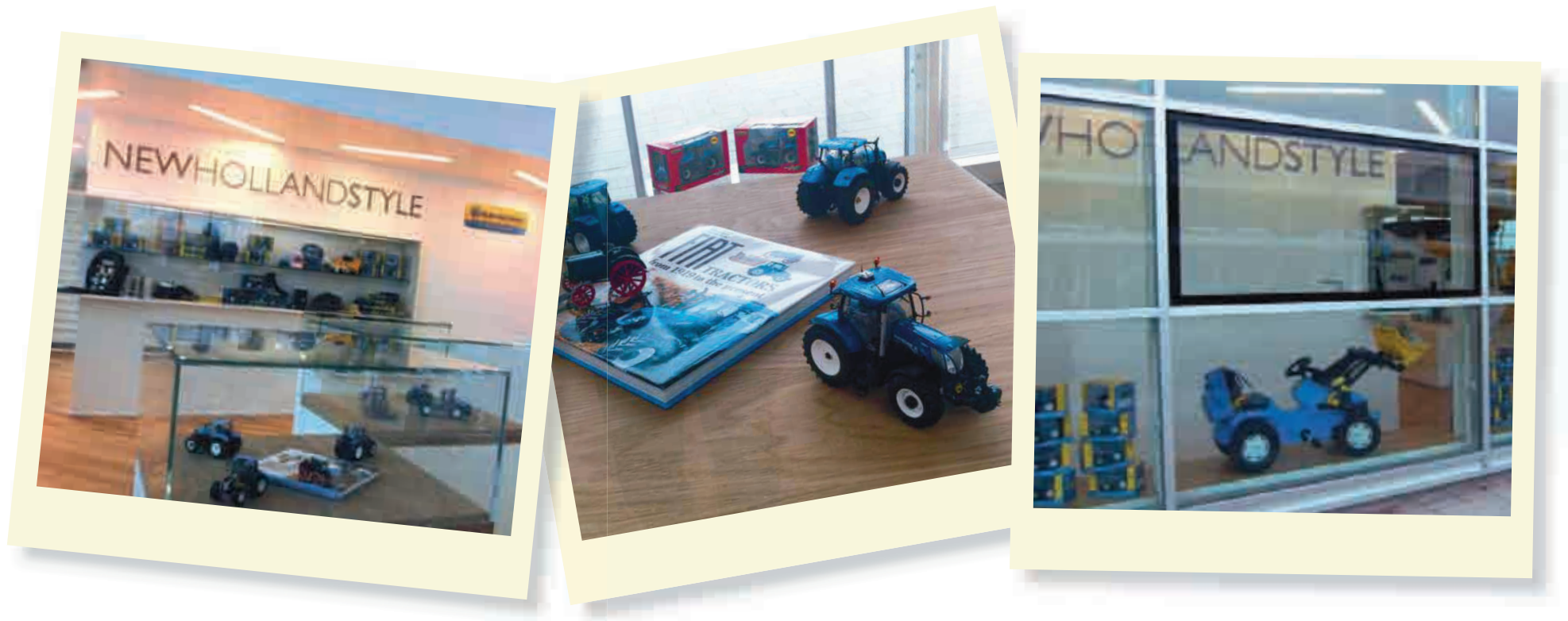
## Fresh from the Runway

The recently unveiled clothing collections are perfect for work and play, offering a fresh style in shades of the classic blue and yellow New Holland colours. The all-new men's line features polo shirts with personalised collars, classic V-neck shirts, ties for polished professionals, hats and scarves for cooler climates and a reversible vest perfect for working on site. The women's collection is sporty and stylish - classic T-shirts, polo shirts, sweatshirts and vests with modern, flattering touches. Completely new in 2013 is the collection for little farmers with lively coloured sweatshirts, T-shirts and caps decorated with cartoon tractors and harvesters. There is even a matching backpack and colouring book that will be available before back-to-school time.



# The collection continues...

More and more enthusiasts are collecting miniature tractors and combine harvesters. For them, [www.newhollandstyle.com](http://www.newhollandstyle.com) is the ideal place to go shopping



Collecting scale models is a hobby with no age limits, enjoyed by young and old alike. For nearly ten years New Holland Agriculture has been producing a wide collection of miniature vehicles for the delight of children and collectors, an audience that is growing constantly. In recent years the Brand has renewed the range of scale models available: some respond to the demands of children, such as radio-controlled tractors built in compliance with the strictest safety regulations for toys; others to the demands of collectors, who appreciate the fine workmanship of the scale models and their

attention to detail, considering them in all respects miniature replicas of the real products, in terms of both finish and outfit. They can choose from a very wide range: from new models, including the T8.390, T9.560 and T7.210, to vintage models that reproduce the first tractors of the twentieth century. The range also includes model combine harvesters and balers, such as the CR9090 and the BB9090.

## Absolute quality products

Since 2001 New Holland Agriculture has been working on the development of licensing

contracts with the world's leading manufacturers who can guarantee the production of scale models with absolute quality and precision. Among the official licensees are brands such as Universal Hobbies, TOMY, Siku, Norev, Replicagri for the historic series, and many more. It takes from 8 to 12 months to create a scale model: it is a painstaking job comprising several steps. First a series of photos are made of tractors or harvesters and the original drawings are sent in 3D complete with mathematical algorithms that define the shape of the real vehicle. A resin prototype is then made which must be approved by the Brand; this is followed by another

prototype, in colour, for further official approval. Only then will the final product be manufactured for on sale on the official New Holland Agriculture e-commerce site. This care and attention to every detail is particularly appreciated by collectors, who are in constant search of miniature models that are as similar as possible to the actual size of the vehicles.

## Special editions

From time to time special editions of scale models are also produced - a limited and numbered series, completely hand-made. In the past there have been four special editions that

sold like hot cakes at international fairs: the T7000 tractor, the CR9090 combine harvester, the T7000 Auto-Command tractor and the T7000 Blue Power tractor. These special models are made by the official licensee Uffi Project, a company located at Santhià, in the province of Turin, Italy, with a long history in the scale-model sector, especially model cars, a long-standing collaboration with the Fiat Group.

## For youngsters

New Holland thinks of its younger fans too. Soon, "contextualised" models will be available on-line, produced by New Ray, they are miniature vehicles combined with a farm and animals. A set of toys - always in compliance with the strictest safety regulations - that not only entertain youngsters, but help them to get to know all the elements of the farming world.

All the scale models and lots of other products by New Holland Agriculture licensees can be purchased on-line at [www.newhollandstyle.com](http://www.newhollandstyle.com)







# Financing Your Dream

CNH Capital is your reliable partner - helping to make your dreams come true and reach your business goals

CNH Capital is a global specialist providing financial services and products in the agricultural and construction equipment industries and is your complete, one-stop financial expert. By choosing CNH Capital for support you can rely on and access to the best financial services available.

Offering a full range of financial services, competitive and flexible schemes, along with customised finance solutions, CNH Capital is more than just a name you can trust, but a partner supporting you all the way as your business grows.

## Our Partner, Your Partner

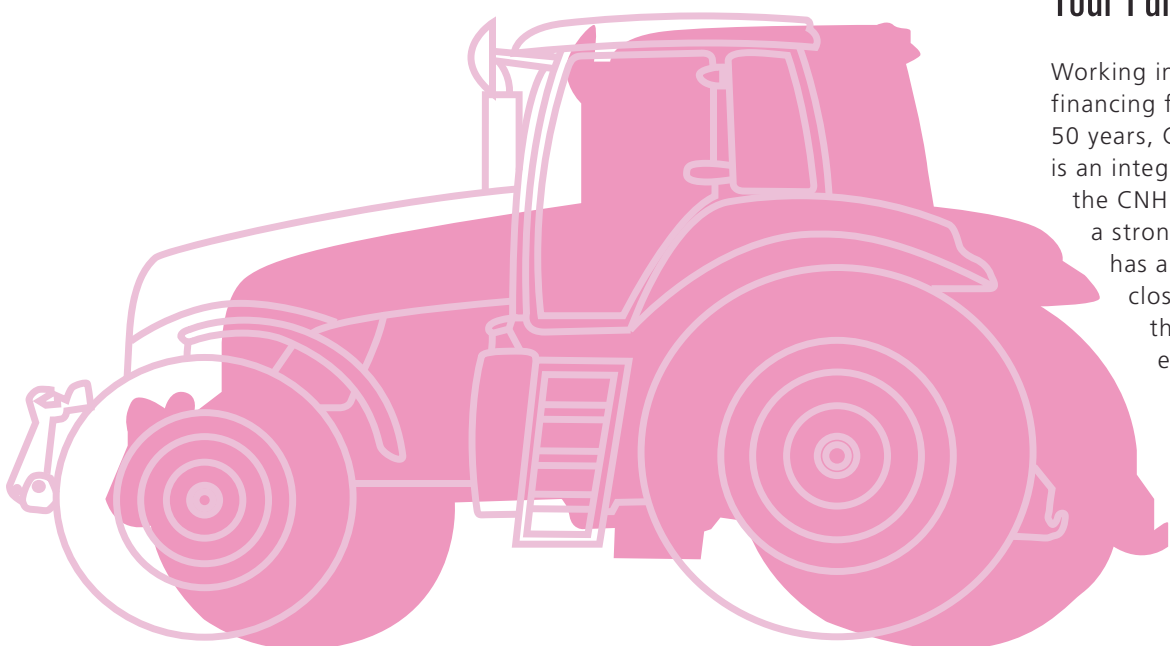
Working in equipment financing for nearly 50 years, CNH Capital is an integral part of the CNH family and has a strong history that has always been closely tied to the industrial equipment

industry. Because of their extensive knowledge and experience of agricultural markets, they are attuned to the demands of New Holland customers and the necessity for flexible financial solutions. CNH Capital understands the challenges that farmers face and their priority is to understand customers' goals. Strong business relationships are fundamental to building a successful future. That is why CNH Capital sees customers as partners, working together to transform these goals into a solid reality.

## Customised Options

The professional team at CNH Capital listens and carefully identifies the unique needs and goals of each customer and then creates a range of financial packages to provide effective, completely tailored credit and leasing solutions.

The *loan packages* available make it possible to spread the cost of purchasing new equipment over time in a way that meets your cash flow needs. There are options that cover a variety of payment periods with linear or variable (skipped) payment programs, balloon payments that allow the final instalment to be made at the end of the loan or leasing contract packages that grant an initial payment-free period at the start of the financing contract. There are also special promotional packages that offer low-rate financing on competitive New Holland deals. *Hire purchasing* grants both ownership and fiscal benefits from day one. With this option, you can choose the duration of financing based on your specific machine usage. This allows you to both own your equipment and





realise the fiscal benefits that leasing provides, while maintaining a purchase option.

*Finance leasing* offers the advantage of flexible purchase options and competitive rentals. This gives customers the opportunity to lease the equipment they need, and take advantage of the associated fiscal benefits that come with leasing. There is also the option of owning the item at the end of the lease.

*Operating leases* are financing solutions that ensure that farmers have the right machine - and the most advanced New Holland technology - on hand at the right time. Through a range of rental solutions, you will have the most advanced machinery to do the job, year after year. With this option you can renew your equipment regularly to maximise efficiency in the fields and optimise your balance sheet.

In addition to this wide range of options, customers can also decide to bundle all service costs together - including maintenance, insurance and extended warranty - to simplify the process and guarantee that your investment is cared for comprehensively, while extending its life. When the lease is up, CNH Capital gives your equipment a second life. This complimentary service recycles used machines at the end of the lease.

## Driving Your Business

CNH Capital makes owning and leasing top-quality new and used equipment a straightforward,

worry-free process. The CNH Capital team is invested in developing its portfolio to offer customers the most flexible and innovative financial solutions. They help you take advantage of great lending and leasing options and, with their help and support, you can get the equipment and machinery needed to grow and expand your business. This is what makes CNH Capital the finance engine that drives your business.

## Dealer Financing

CNH Capital delivers services through the CNH global network of approximately 12,000

equipment dealers. In addition to the services that they provide to customers, CNH Capital also supports growth by offering financial services to dealers. They supply wholesale financing options and commercial lending solutions to both agricultural and construction dealers. Matured, Trade-in, Demo and Dealer fleet financing enables dealers to finance new and used equipment to meet their customers demand in that particular area. Offering a range of repayment periods and options, we are taking another step forward in meeting needs of our dealers and customers.

# Find Out More!

A global leader in the equipment finance industry, serving more than 150,000 customers around the world, CNH Capital is one of the largest captive equipment finance organisations in the world and your reliable business partner. By working with CNH Capital, customers can take advantage of great lending and leasing options. Contact a representative at CNH Capital Europe to learn more about the vast array of financial options available. The CNH Capital sales centre is at your service to supply all the information you need. CNH Capital provides a comprehensive range of services for owning or leasing agricultural and construction equipment. They have the right options to make you company's goals a reality. Visit the web site [agriculture.newholland.com](http://agriculture.newholland.com) for a full list of services.

The finance engine behind your business





• FIAT INDUSTRIAL •

# TürkTraktör Is Breaking Ground

**T**ürkTraktör - a joint venture between Koç Holding and CNH - held a groundbreaking ceremony on March 28, 2013. The ceremony marked the beginning of a new chapter in its history. Construction is now underway in the district of Sakarya for the new manufacturing plant, an investment of US\$ 80 million, which is expected to be operational by 2014. As the largest factory in the country, and one of the biggest in Europe, TürkTraktör is an important facility for the Turkish industry and

will increase production capacity with the addition of the new plant in Erenler. It is currently a national leader in the combine and tractor sector in Turkey and also exports over 30% of its production to more than 90 countries, in North America, Latin America, Europe, Africa and now also to Russia and Japan. The plant produces 250 main tractor models, 500 different variants and components, such as engines, transmissions, and front and rear axles, for brands including New Holland Agriculture. Recently, TürkTraktör has

reached some important milestones: producing the 200,000th engine in 2010, the 600,000th tractor in 2011 and obtaining the Greenhouse Gas Emissions and Energy Management quality certifications in 2012. TürkTraktör is built on a partnership between two successful companies: Koç Holding, the leading Industrial Group in Turkey and the largest manufacturer of agricultural equipment since 1954, and CNH, a part of the Fiat Industrial group, which is the third biggest capital goods maker worldwide.

• IVECO •

# Supporting safety on the road

**I**veco and New Holland Agriculture, with the support of Parts & Service, have begun collaborating with the Fédération Internationale de l'Automobile (FIA) to give their backing, as "Official Suppliers", to the FIA 'Action for Road Safety' campaign. The agreement contemplates the launching of joint activities to spread a strong message about safety and correct behaviour on the road. At the launch of the collaboration, Mauro Veglia - Head of EMEA Commercial Services & Customer Care at Fiat Industrial - stressed that guaranteeing safety for their employees and customers is the first

goal for Iveco and New Holland Agriculture, as well as all the other Fiat Industrial brands. The FIA Action for Road Safety campaign aims to encourage responsible driving and to raise awareness of how the use of the technologies studied and implemented in recent years can make a difference in terms of safe driving. Iveco and New Holland Agriculture are the first manufacturers of commercial vehicles and farming machinery to support the campaign and they will make use of their respective networks to spread this road safety message. The two Fiat Industrial brands began this collaboration on the race circuits

of the World Touring Car Championship, where specially equipped vehicles were presented. Iveco presented the first Safety Truck: the Stralis, which played the role of "Leading Truck" and opened all the races with a lap of the track, taking up a position in front of the formation before the Leading Car. New Holland Agriculture took part with a T7.270 Blue Power tractor.



• NEW HOLLAND CONSTRUCTION •

# Introducing the C Series Dozer

**W**ith the launch of the completely redesigned C Series dozers, New Holland Construction has extended its offering to include three models ranging from 13 to 20 tons which were developed to increase operating productivity and fuel efficiency. These dozers now benefit from New Holland's proven SCR technology, resulting in an impressive 10.5% fuel saving compared to previous versions. The 6.7 litre FPT Industrial engines supply 9% incremental power for the D125C and D180C models, and 16% for the D150C.

These high-performance engines, with the advantage of SCR technology, increase overall efficiency up to an incredible 19%. Now featuring a hydrostatic transmission, the C Series offers best-in-class drawbar pull for all three models and the new layout was designed to provide perfect cooling in all environments. The new electro-hydraulic joystick has new features for improved levelling performance and high precision is ensured with the fully integrated GPS and laser-guidance systems. C for controllability - the C Series provides the most in the market.

These dozers have the advantage of continual power transfer under load, while the tracks counter rotate for tight turning ability. Additionally, with Advanced Track Life, the life expectancy of tracks is twice as long as lubricated tracks. Plus, the cab, which is the quietest in the industry, has been brought forward to enable clear visibility of the blade and greater balance of the dozer. Find out more about the options and features available for the C Series dozers at the New Holland Construction website.

New Holland Construction introduced the new, redesigned C Series dozers at the 2013 Bauma event in Munich





• NORTH AMERICA •

# Supporting the Cattlemen's Association

New Holland understands the cattle business and producers' particular demands for remaining competitive and supplies industry-leading hay and forage equipment that compliments its powerful range of highly efficient tractors - a winning combination for today's cow and calf producers. Partnering with the NCBA, which represents 25,000 U.S. cattle producers with

the goal of protecting and enhancing the business climate, is one way that New Holland is working to strengthen the industry and provide opportunities for future generations of farmers and ranchers. Recently, New Holland participated in the NCBA's 2013 Cattlemen's Industry Convention and Trade Show in Tampa, Florida. Visitors had the opportunity to see a variety of the brand's award-winning equipment

up close and speak to New Holland product experts. As an extra incentive to try out the equipment, three cattlemen drawn from the pool of convention visitors won a free one-year lease on a round baler. Together, the NCBA and New Holland are making efforts to engage more cattlemen in national issues through sponsoring initiatives. At the NCBA convention, for example, one program awarded the Texas and Southwestern Cattle

Raisers Association, Georgia Cattlemen's Association and Minnesota State Cattlemen's Association with a one-year lease on a New Holland BR7090 round baler or T6.175 tractor for increasing membership in 2012. This award can be a big advantage for these state affiliates, making it possible to lease the equipment for fundraising or scholarship efforts, as well as a way to further increase membership.



New Holland shows its strong support for livestock businesses through its partnership with the National Cattlemen's Beef Association (NCBA)

• SOUTH AFRICA •

## Nampo Show

New Holland Agriculture showcased its full range of tractors, combines and hay and forage equipment at the Nampo Harvest Day from the 14th to the 17th of May 2013 near Bothaville, in the Free State, Republic of South Africa. The impressive New Holland stand created an exciting environment for visitors to discover New Holland's products and innovative fuel-efficient and low emissions technologies. The full range of tractors was represented, from the top-of-the-range T9 and T8 Series, to the best-selling T6000 and the fuel efficient TD5 and TT Compact Series launched last year. The CX5090 combine harvester and BR round balers on display also attracted lively attention from the public. In pride of place was the new 2WD version of the TDF orchard tractor specially designed for the South African market, which was officially introduced to the public at the show.

The TDF Series was designed to meet the specialized needs of orchards, olive groves, wide vineyards and full-field horticulture farms. The robust, simple TDF combines proven design features with cutting-edge technological excellence. With power ranging from 65 to 80 hp the three models of the series run an extraordinarily efficient 3-cylinder Tier III compliant engine designed for fuel efficiency and great performance with torque reserve up to 46%. The big 80 liter fuel tank capacity allows for a full day's work without stopping. The reduced front wheel track width puts the TDF Series tractors easily within the maximum overall width limit of 1.5 m requested by horticultural companies, while the front axle and four-wheel drive system provide maximum agility even in narrow spaces. The PTO has two rated speeds, 540/540E rpm,

perfect for spraying applications. The standard 12x12 Synchronesh transmission further increases the versatility of TDF tractors, while the optional 20x12 creeper for minimum speeds down to 200 m/h at rated engine speed is ideal

for specific applications. Representatives of New Holland's distributor, New Holland South Africa, were on the stand to welcome visitors and explain how they can support them through their network of 102 dealer outlets and two branches, as well as

the New Holland training center in Johannesburg. Visitors could also learn more about the range of financial services provided by CNH Capital which are tailored to meet the specific needs of agricultural businesses.





# Conservation agriculture, what's that?

The aim of this series of techniques is to optimise the use of resources and reduce the decline of land through the integrated management of soil, water and existing biological resources. Here is a short guide to help you learn more about it



## History

The techniques of conservation agriculture originated in the United States. There, in the Sixties, it had become necessary to limit the rapid loss of fertility of the prairies which was threatening the USA's position as the world's leading exporter of cereals. However, conservation agriculture was not to become widespread until the end of the last century, when priority was given to the use of these techniques in South America because of the difficulties farmers were experiencing due to the low prices of cereals over a long period and the lack of subsidies in favour of the category.

The difficulties drove farmers to seek more productive new technologies that would be less expensive and be able to keep the soil fertile over the years.

## Farming practices

Conservation agriculture is marked by the use of a series of practices, each having its own purpose:

- Minimum alteration of the soil (by no-till farming or the reduced working of the soil) to preserve its structure, wild life and organic substance
- Permanent covering of the soil (cover crops, residues and protective layers) to protect the terrain and help eliminate weeds
- Diversified combinations

and rotations of crops, to favour the micro-organisms in the soil and combat weeds, parasites and plant diseases.

## Implementation phases

To achieve a true application of the principles of conservation agriculture it is generally necessary to go through a number of phases over a period of two or more years:

1. Ploughing of the soil is interrupted and no-till techniques are used instead (sod seeding) or reduced tillage. At least one third of the surface of the soil remains covered with crop residue and cover crops (intercrops) are

introduced after harvesting of the main crop. In this phase there may be a reduction of yield

2. Soil conditions and fertility improve naturally thanks to the organic substance produced by the natural decomposition of the residue. Weeds and parasites tend to increase and must be kept under control, with chemicals or other means
3. Crop rotations are introduced or improved
4. Production system reaches equilibrium and an improvement in yield may be found in comparison with traditional agriculture. There is a decrease in the need to use chemicals to control weeds and parasites and for fertilising.

## Advantages

Many benefits may be obtained by applying these techniques:

- Improvement of organic carbon reserves, biological activity, aerial and underground biodiversity and soil structure
  - Decrease of erosion and surface runoff: water infiltration and the resistance of the soil to compaction are increased
  - Decreased costs of labour and energy used for the operations of preparing and hoeing land
  - Decreased need of fertilisers and operations for soil recovery.
- Some of the advantages listed become evident once the system has stabilised, over a period of 4-5 years.



• CURIOSITIES •

# Unconventional crops

From purple carrots to the feijoa sellowiana... have you ever heard of these farm products?

## The Pantelleria tree vine

Italy has recently proposed an agricultural practice for recognition as a world heritage: the Pantelleria tree vine. Should the Italian candidature be successful, for the first time in the world an agricultural practice would be included in the UNESCO List as an intangible heritage of humanity. This demonstrates the fact that agriculture may be considered not only an economic factor, but also an essential part of the country's history. The particular agricultural practice of growing the tree vine on the island of Pantelleria is due to the limited availability of water and the unfavourable climate. Here the vine is grown in circular holes up to 50 or 60 cm deep, which defend the plant from the wind and create

a microclimate that allows it to survive periods of drought. This technique allows productions to be obtained with intense aromatic properties and it requires farming skills that rely almost entirely on manual labour.

## The feijoa sellowiana

This elegant evergreen shrub native to the highland regions in the North of South America, is known especially as an ornamental tropical plant for its magnificent flowers, but it also produces exquisite health-giving fruits. The plant is also cultivated in countries in the Mediterranean area and can resist even the severe winters of the North. The flavour of the feijoa fruit can be compared to a combination of pineapple, strawberry and lemon. Even its flowers

can be eaten: they can be prepared in crunchy salads or eaten as sweets. These fruits have high antibacterial properties and improve capillary permeability. The infusion obtained from the leaves has antibiotic and immunostimulating properties. But the most characteristic element of the Feijoa is iodine, of which it contains notable amounts: this element is very important for the human body because the functioning of the thyroid hormones depends on the availability of suitable amounts of iodine.

## Libyan oasis dates

Libyan oases are a treasure trove of biodiversity of the date palm: today there are as many as 95 different varieties, each with its own organoleptic characteristics, able to amaze the most attentive and curious palates. Many of these varieties are cultivated in the oases of Al Jufrah, in central North Libya, once a crossroads for the caravans that linked the deep South to the coast



and the East to the West. The palm fruits of the region represent the essence of a territory closely linked to these cultivations and skilfully tended by the men of the oases. The date palm is a key species in desert agricultural systems and its cultivation is the most effective means of

defending areas subject to environmental risk. Dates contain a lot of sugars and fibres, but very few fats and, above all, they are rich in mineral salts, so they are ideal for people who practise sports as a ready-to-use source of energy and in the case of fatigue or physical debilitation.



• GAMES •

# Match the leaf and the fruit!

Can you recognise the following pictures? Match the leaf and the fruit to the corresponding plant name



1.



2.



3.



4.



5.

LYCHEE

APPLE

MANDARIN

JUJUBE

PEACH



A.



B.



C.



D.



E.

Lychee 5B - Apple 1C - Mandarin 4D - Jujube 3E - Peach 2A



PARTNERS

8  
2013

## Partners

XVIII - n. 30 - 06.2013

This magazine is distributed free of charge.

## Editor-in-Chief

Carlo Lambro

## Editor

Erica Mallarini

## Publisher

New Holland Agriculture, a division of CNH

## Contributors to this issue

Gonçalo Carvalho  
Federico Condini  
Livianna Curri  
Maurizio Di Russo  
Andrew Dunne  
Ozkan Eren  
Stefano Ferro  
Sigurn Ghyselen  
Giulia Giovanardi  
Maria Laura Iascone  
Carlos Jimenez  
Marco Lombardi  
Manuela Marengo  
Francesca Musolino  
Giuliano Pasqualato  
Barbara Prossen  
Lien Pyfferoen  
Sara Sebastianelli  
Klaus Senghaas  
Ken Snover  
Vincent Uhlrich  
Jimmie Vestergaard  
Mariangela Vicenti  
Jerzy Wrobel

## Editorial Coordination

DGTmedia - Unità Editoriale  
Via Legnano, 26  
10128 Torino - ITALIA  
www.dgtmedia.com

## Printing

SGI Società Generale dell'Immagine srl  
Via Pomaro, 3 - Torino  
Printed in Italy

## Internet

www.newholland.com

## Letters to the Editor

Erica Mallarini  
New Holland Agriculture  
New Holland House  
Via Plava, 80 - Ingr. 31  
10135 Torino - ITALIA  
E-mail: erica.mallarini@cnh.com



TOP SERVICE  
00800 64 111 111

## Contribute to Partners!

Partners is your magazine. Should you have any suggestions on how to improve it, stories that you would like to see reported, send it to us by e-mail at [sara.sebastianelli@newholland.com](mailto:sara.sebastianelli@newholland.com)



