

PROFILE

New ideas, new opportunities, new products.

That's New Holland.

In over 100 years of history, New Holland's reputation and pioneering spirit have been marked by revolutionary products that have shaped the agricultural world. Nothing drives growth like innovation.

Over the years, a number of historic names have been merged to create a specialist brand that offers a full range of excellent agricultural equipment for all customers: large hay and forage operations in North America, small farms in the Far East, cereal and fruit farmers in Europe or large-scale farming operations in Latin America.

New Holland is renowned for its innovation, and after the new models launched in 2006, we continue to invest in the future. A new wave will see 75% of our product offering renewed by 2009, including 27 new value line models.

New Holland's leadership is based on these highest-quality products, supported by a highly professional and specialized dealer network that ensures best-in-class support to all our customers around the world.

PRODUCT RANGE

A specialist by nature, New Holland understands the needs of farmers around the world for value tractors, high-productivity machines and specialized equipment.

As a full-line manufacturer, New Holland offers 320 models in 15 segments, in many of which lead the market:

- The widest tractor range, from compact models for municipality and residential applications to versatile tractors for row crop and livestock farming to large farm grain production
- A full range of specialty tractors for vineyard and orchard harvesting
- Tractors and implements for lawn and garden maintenance
- A full range of combine harvesters, grape harvesters, hay tools, soil preparation and other harvesting equipment.

View the full range of products at:

<http://www.newholland.com/>