

New Holland chooses Innov-Agri 2021 to re-start its participation in trade fairs

True to its commitment to be close to its customers, New Holland returns to live events as announced at its digital press conference in July. The first event in the brand's rich calendar of international and local agricultural shows is Innov-Agri in France, where its team is ready to welcome visitors on its stand.

Basildon, 7th September 2021



PRESS RELEASE

New Holland Agriculture returns to live events with the Innov-Agri show, where it is showcasing its latest innovations and unveiling the new flagship T7 Heavy Duty PLM Intelligence and the T6.180 Methane Power tractor, which is now in production. Its sales and service teams are on the stand, ready to meet visitors and discuss their needs, re-establishing the personal dimension of their relationship with customers.

“The whole New Holland team is really excited to be back in a physical event,” says **Sean Lennon, New Holland Agriculture Vice President Europe**. “One-to-one interaction is so important in the relationship with our customers, and we have missed it, even though we have kept in touch through digital communication. Physical events like this also offer the very important opportunity to touch and feel our products, which makes a big difference when making a purchase decision. This said, the virtual events we organised this last year have been very successful. We want to keep both face-to-face and digital ways of communicating alive, so we can offer the experience of our events to an even wider audience. We will use a hybrid format to welcome people at physical fairs but also give the opportunity to attend online. This way we can reach out and be even closer to our customers.”

The impressive 10.800 m² New Holland stand showcases the brand's wide offering. In addition to the flagship T7 Heavy Duty PLM Intelligence and T6 Methane Power Tractor, which are making their official debut, the display includes the T8 SmartTrax tractors, the BigBaler HD, the CH Crossover Harvesting and flagship CR10.90 combines, and the W170 wheel loader. In the Harvesting area, the FR Forage Cruiser is exhibited in its special 60th Anniversary livery. Also on show is a selection of implements: the SCR rear-mounted row crop cultivator, the SDM Compact Speed Disc Cultivator, and the SUM subsoiler. In the PLM area, visitors can discover the latest innovations in New Holland's telematics offering and AgXtend precision farming technologies.

Innov-Agri is the first in New Holland's rich calendar of events, which includes major international fairs such as EIMA, Agritechnica and SIMA, as well as local agricultural shows organised with its dealers and importers to be close to customers in the various markets. New Holland will be

constantly monitoring the situation in order to ensure the health and safety of its teams, dealers and customers.

[ENDS]

New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com

New Holland Agriculture is a brand of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. More information about CNH Industrial can be found online at www.cnhindustrial.com

Press contact:

Caterina Cattaneo
New Holland Agriculture
Brand Communication Manager, Europe
Phone: +39 011 0086158
Email: caterina.cattaneo@newholland.com

For the latest press releases from New Holland brand on the CNH Industrial Newsroom visit:
[AMEA & ANZ](#) | [EUROPE](#) | [NORTH AMERICA](#) | [SOUTH AMERICA](#)



PRESS RELEASE