



## New Holland Agriculture partners with MacDon Industries Ltd.

*Co-branded combine draper headers will be offered through New Holland dealers around the globe*

**New Holland, Pa.**, December 9, 2021

New Holland Agriculture announces today a new strategic partnership with MacDon Industries, Ltd., a leading manufacturer of combine headers. Under this agreement, MacDon will distribute a full line of co-branded combine draper headers through New Holland dealers worldwide, with the exception of South America, ready for season 2023.

“Since New Holland first pioneered the Twin Rotor® combine in 1975, our brand has always focused on delivering the highest grain quality and lowest crop loss for our customers,” said **Carlo Lambro, Brand President, New Holland Agriculture**. “By leveraging the strength of New Holland’s world-leading combine harvester product line and dealer network with MacDon’s world-leading combine draper header expertise and products, together we will provide a best-in-class harvesting package for our dealers and customers.”

The new, co-branded draper headers will compliment New Holland’s wide offering of combine headers. Production of New Holland’s Varifeed™ grain headers and CornMaster™ corn headers will continue, allowing the brand to offer the best header solutions for all customers.

**Lars Skjoldager Sorensen, Head of Harvesting Product Management, stated:** “New Holland and MacDon are well established as leaders within our respective areas of the harvesting process. Bringing together the expertise from both brands will unlock the potential to significantly increase our customers’ in-field performance and decrease their running costs. This partnership creates a best-case scenario for both brands, our dealers, and most importantly, our customers.”

Based in Manitoba, Canada, MacDon has manufactured high-performance harvesting equipment for more than 70 years. New Holland and MacDon have a shared passion for helping farmers and contractors work more efficiently to harvest crops and fuel the world. MacDon will continue to manufacture and distribute its full line of combine draper headers under the MacDon brand to all its dealers and customers for all major combine brands.

*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](http://www.newholland.com)*



PRESS RELEASE

*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](http://www.cnhindustrial.com)*

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