

Welcome



Contains confidential, proprietary and trade secrets information of CNH Industrial. Any use of this work without express written consent is strictly prohibited.



Welcome

CNH Industrial
New Holland Agriculture
New Holland Zedelgem



Contains confidential, proprietary and trade secrets information of CNH Industrial. Any use of this work without express written consent is strictly prohibited.



CNH Industrial Our Products



Trucks



Buses



Firefighting
Equipment



Civil Protection and
Defence Vehicles



Construction
Compact Line



Crawler
Excavators



Engines and
Transmissions



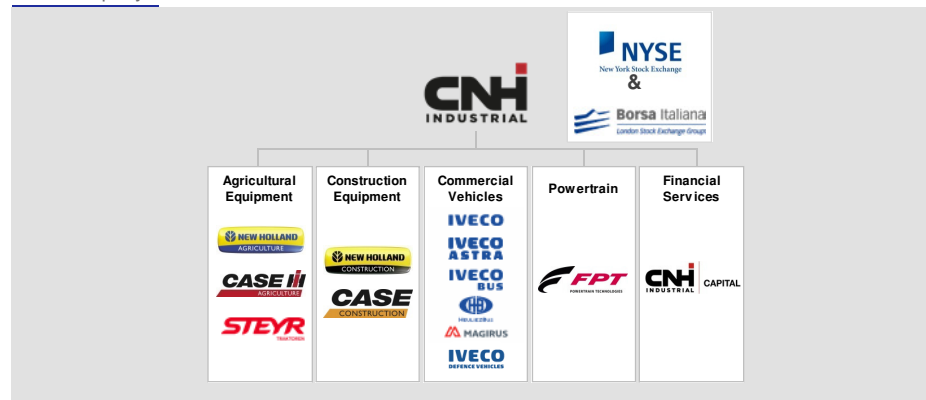
Tractors



Harvesting



CNH Industrial Company Structure



CNH Industrial

Key Figures (31 Dec 2015) – US Dollars



1 company	12 brands	50 R&D Centers	64 plants	180 national markets
64,391 employees	5,968 individuals dedicated to innovation	7,719 active patents owned	\$ 856 million invested in R&D	
\$ 4.5 million invested in training	\$ 248 million net income	\$ 25.912 billion revenues	\$ 9.3 billion total available liquidity	

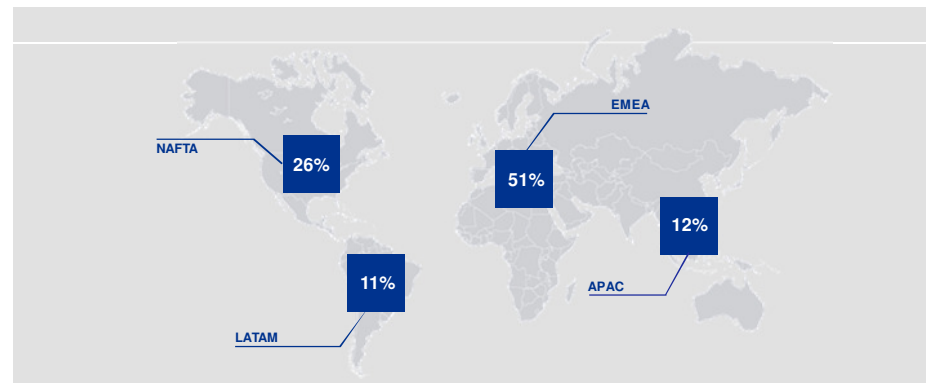
Note: reported figures are not the official consolidated data under US GAAP \$ since they have been translated in local currency for presentation purposes.



5

CNH Industrial at a Glance

Group Revenues by Geography FY 2015¹



¹ Including financial services and after inter-company eliminations



6

CNH Industrial Sustainability

Among the Sustainability Leaders



MEMBER OF

Dow Jones Sustainability Indices

In Collaboration with RobecoSAM

Industry Leader in 2014 for the fifth consecutive year.

The company was also named as "Capital Goods Industry Group Leader".



"Building the **future** is an individual and collective **responsibility**. It is the duty of every person at every level. We have a duty to **commit** to what we are able to do, to dedicate our individual **skills** and **talents** in uniting the best of society, and to work together to achieve **higher objectives**."

SERGIO MARCHIONNE
CHAIRMAN



7





The farming specialist with a wide agricultural equipment offering and a global presence, customer proximity through a strong dealer network and industry-leading solutions for profitable and sustainable agriculture



9

The New Holland Brand values

OUR HISTORY

Over 120 years of innovation

THE CLEAN ENERGY LEADER® STRATEGY

Sustainable efficient technology

GLOBAL PRESENCE

A 100% commitment

CLOSE TO OUR CUSTOMERS

The strongest dealer network

PRODUCTIVE TECHNOLOGY FOR ALL

The broadest product offering



10

The New Holland Brand values



OUR HISTORY

Over 120 years of innovation



11

Our history

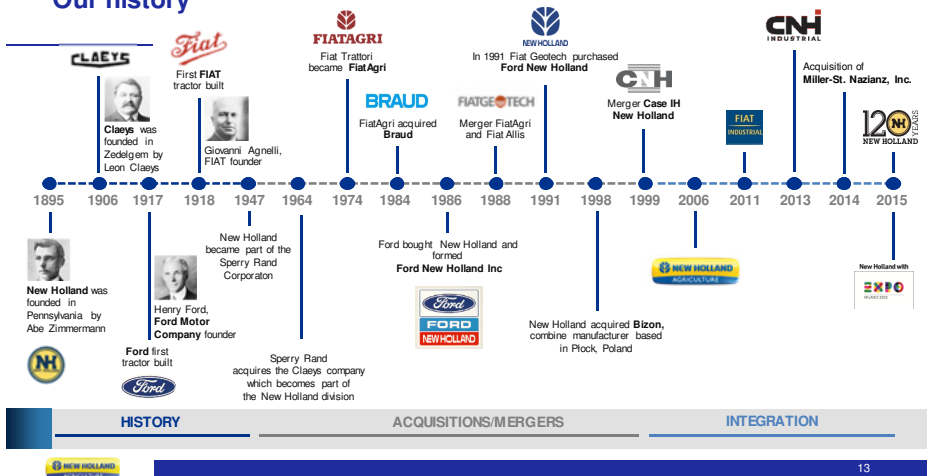
New Holland has a legacy of land pioneers, each of whom improved farmers' productivity since 1895.

Great personalities like **Abe Zimmerman**, **Henry Ford**, **Leon Claeys** and **Giovanni Agnelli** created companies that shared a similar DNA because all of them provided their customers with accessible technology and simple yet innovative solutions.



12

Our history



New Holland Agriculture at Expo Milano 2015: a milestone in our 120-year history



The New Holland Sustainable Farm Pavilion at the Expo Milano 2015 represented the ideal celebration of our 120-year history of innovation.

- Six-month event
- 850.000 visitors
- An engaging visitor experience developed on the theme 'Feeding the Planet, Energy for Life'
- A testament to the importance of agricultural mechanization in the food supply chain and the fundamental role of our "Heroes", the farmers
- A showcase of our commitment to sustainable agriculture, responsible management of natural resources, reduction of emissions and fuel consumption, protection of the environment

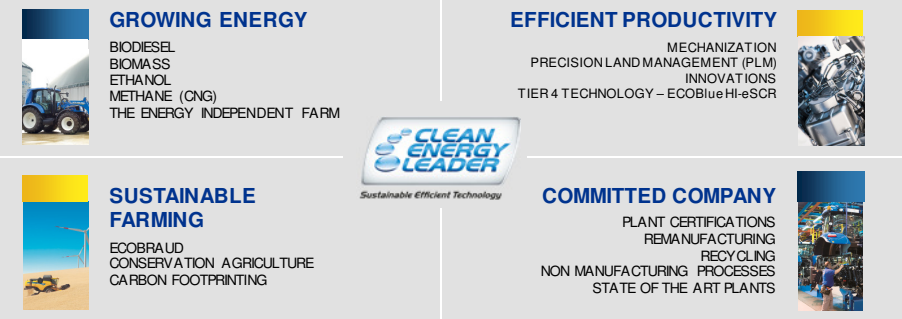


The New Holland Brand values



The Clean Energy Leader strategy

The New Holland Clean Energy Leader strategy is based on four key pillars:

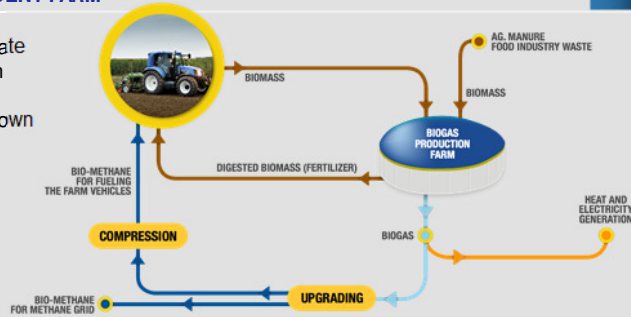


The Clean Energy Leader strategy

Growing energy

THE ENERGY INDEPENDENT FARM

The objective is to generate the energy needed to run operations and farm equipment from crops grown on the farm.



The Clean Energy Leader strategy

Growing energy

METHANE POWER TRACTOR



Main specifications

Name: **Methane Power**
 Engine family: **Nef 6 Cylinder**
 Methane storage: **300 litres (52kg)**
 100% **Methane Powered**
 Minimal visual changes:
Compared to current T6 production model

The New Holland Brand values



GLOBAL PRESENCE

A 100% commitment

Global presence

Close to our customers around the world

Turin, Italy
 Global Head Quarters of New Holland
 Regional Head Quarters for Europe,
 Middle East and Africa Region.

Antwerp, Belgium
 Production of components, home of the Auto
 Command™ continuously variable transmission.

Besliden, UK
 Production of medium and high horsepower tractors,
 home of the multi-award winning T7 tractor range.

Coex, France
 Centre of Excellence for Grape Harvesters
 Production of grape harvesters.

Croix, France
 Production of components, including the Horizon™
 and Harvest Safe™ Cab.

Jesi, Italy
 Production of specialty and low horsepower tractors.

Lecco, Italy
 Production of telehandlers,
 wheel loaders, compact wheel loaders, backhoe
 loaders.

Modena, Italy
 Production of components.

San Mauro Torinese, Italy
 Production of mini excavators.

Plock, Poland
 Production of combines, Roll-Belt baler
 and headers.

Zedelgem, Belgium
 Centre of Excellence for Harvesting
 products
 Production facility for flagship harvesting
 products including the CR range of Twin
 Rotor™ combines, the FR forage
 harvester,
 CX conventional combines and the
 BigBaler range of large square balers.

New Holland, Pennsylvania, USA
 Centre of Excellence for Hay tools
 Regional Head Quarters for North
 America
 Birth place of the New Holland Machinery
 Company in 1895.
 Production of Hay and Forage
 applications.

Fargo, North Dakota, USA
 Production of articulated tractors (T9).

Grand Island, Nebraska, USA
 Production of harvesting equipment.

Racine, Wisconsin, USA
 Production of high horsepower tractors (T8)
 and components.

St. Nazianz, Wisconsin, USA
 Production of self-propelled sprayers.

Wichita, Kansas, USA
 Production of skid steer loaders.

Saskatoon, Canada
 Production of large planting and seeding
 equipment.

Curitiba, Brazil
 Centre of Excellence for Tractors and Combines
 Regional Head Quarters for Latin America
 Production of tractors and harvesting equipment
 for Latin America

Cordoba, Argentina
 Production of CR combines, T7 and specialty
 tractors for the domestic market.

Sorocaba, Brazil
 Production of the CR combine range for the
 Latin American region.

Piracicaba, Brazil
 Production of the Defensor sprayer for Latin
 American markets

Queretaro, Mexico
 Production of tractors and components.

Lugano, Switzerland
 Regional Headquarters
 for the Asia Pacific Region

Ankara, Turkey
 Production of tractors, engines and
 components.

Erenler, Turkey
 Joint venture with Koc Holding for the
 production of tractors for the domestic
 and export markets.

Harbin, China
 Production of high horsepower tractors,
 balers and implements.

Naberezhnye Chelny, Russia
 Production of tractors and combines for
 the domestic market and export.

New Delhi, India
 Production of tractors, engines and
 other components.

Dera Ghazi Khan, Pakistan
 Production of tractors.

Tashkent, Uzbekistan
 Production of tractors.

The New Holland Brand values



The strongest dealer network

2,000 dealers in 170 countries around the world

Our distribution network ensures our customers around the world receive the purchasing advice, products and services they need to guarantee the success of their farming business.



CNH INDUSTRIAL CAPITAL

CNH Industrial Capital offers you specialist advice and tailored finance packages.

CNH INDUSTRIAL PARTS & SERVICE

All New Holland official dealers stock a full range of parts for rapid delivery and reduced downtime.

NEW HOLLAND TOP SERVICE

For ultimate peace of mind, Top Service offers you around the clock assistance and express parts delivery with a 100% total satisfaction guarantee.

The New Holland Brand values



The broadest product offering

The farming specialist



Our products



High horsepower tractors

The T7, T8 and T9 ranges rewrite the rule book of large scale agriculture and offer a unique, no-compromise solution by delivering pulling performance, manoeuvrability and transport stability. Exactly what you need for your farming future.

Our products

Mid range tractors



T4 PowerStar, T4, TD5, T5 and T6 ranges have been conceived, designed and built with true versatility in mind, since they can effectively perform the widest variety of agricultural and livestock farming operations, including field, yard, loader and transport works, always delivering top operator's comfort and maximum productivity.

Our products



Compact tractors and utility vehicles

A complete range of rugged, dependable and easy to use products, small in dimensions but big in performance, dedicated to fulfill the needs of small farms, groundcare professionals, municipal users, large real estates, golf courses and sport grounds.

Our products

Speciality comes as standard



Pioneering specialist machinery is a key part of New Holland's DNA. From vegetable gardens to orchards, vineyards and olive groves, with New Holland you'll be sure to find your perfect solution for any terrain, crop and condition.



Our products



Harvesting from the specialists

Always at the forefront of harvesting technology, New Holland introduced pioneering industry-firsts that have revolutionised the way you harvest today, such as Europe's first self propelled combine and Twin Rotor™ combine. The entire harvesting range fully satisfies the needs of even the most demanding operators, for whom efficiency and productivity in all crops and terrains is a prerequisite.



Our products

Harvesting from the specialists

The latest generation of FRs represents the pinnacle of forage harvesting technology. In 1961, New Holland revolutionised the world of forage harvesting with the model SP818. Today, over half a century later, the FR range provide today's high output contractors and cooperatives with the productivity, efficiency and reliability they require.



Our products



Square balers

World renowned as market leaders and featuring a series of innovative, awarded and exclusive technologies, New Holland big square balers are able to produce large amounts of perfectly shaped bales, with a choice of densities and dimensions to satisfy the specific needs of any use: bedding, feeding and energy production.

Our products

Round balers

New Holland has been at the forefront of round baler innovation for 40 years. The range includes the variable chamber Roll-Belt™ series and fixed chamber Roll Balers, which are also available in a Combi version for single pass baling and wrapping; they are the preferred choice of livestock and mixed farmers, together with demanding contractors who operate in challenging conditions. Thanks to the introduction of a string of pioneering firsts that have revolutionised baling operations, New Holland round balers firmly lead the way, producing perfectly shaped bales, field after field and season after season.



Our products



Material handling equipment

New Holland telehandlers and front loaders offer customers a powerful, precise and versatile solution to manage any crop and material thanks to outstanding lifting and reach performances and through the capability to operate a wide variety of specialist tools.



Our products

Hay tools



New Holland has everything you need for haying activities: the widest range of mower-conditioners, self-propelled windrowers, disc and sicklebar mowers, rotary and wheel rakes, tedders and forage blowers. Whether you make hay to feed your livestock or if you produce hay as a cash crop, New Holland has a range of equipment solutions to meet your needs.



Our products



Sprayers

New Holland Rear Boom and Front Boom sprayers provide dependable performance, accurate spraying and load stability, even in challenging field conditions. Comfortable and easy control matched with rugged construction, enables efficient and precise application, enhanced productivity and higher returns on investments.



Our products

Planting and seeding



The New Holland range of planters and seeding equipment features industry-leading technology to deliver uniform seed placement, even greater reliability, low maintenance and reduced soil disturbance together with excellent trash penetration, in all types of challenging terrain.



Our products



Construction equipment

The New Holland Construction range can utilize a variety of specialist, purpose-made attachments to use in a wide range of agricultural applications.

New Holland dealers can also offer further accessories to match more specific demands and have the knowledge and expertise to help ensure you make the right choices. What always stays the same is New Holland's commitment to operator comfort and safety, strict adherence to best environmental practice, optimized performance and reduced whole life operating costs.

Precision Land Management



Farm with precision with New Holland

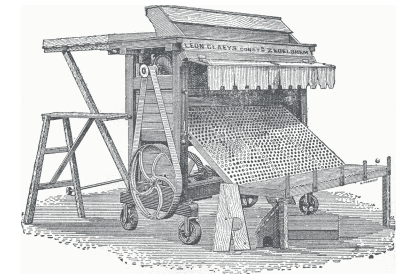
New Holland offers a full range of complete guidance solutions that can be tailored to suit your individual needs and can be used on any machine!

Intuitive, user-friendly interfaces mean you can use guidance with confidence and Precision Land Management software enables you to download and analyse yield data to fine tune inputs and reduce costs.



Zedelgem history

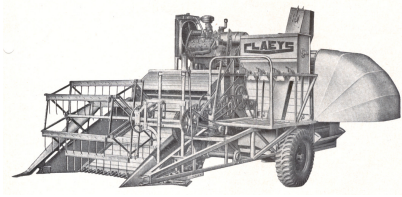
1906: Foundation by Leon Claeys



Zedelgem history



1906 – 1952:
stationary threshing machines



1948:
pull-type combine harvester

Zedelgem history

In 1952 Claeys launches
the first European self-propelled
combine harvester



Zedelgem history

SPERRY NEW HOLLAND 1964 Sperry Rand Corporation purchases a major interest in Clayson, at that time one of the largest combine manufacturers in Europe.



1986 Ford Motor Company acquires Sperry New Holland, merges it with Ford Tractor Operations: Ford New Holland



1991 Fiat acquires Ford New Holland Inc. and merges it with FiatGeotech to form New Holland



1999 Fiat acquires the Case Corporation and merges it with New Holland to form CNH



2013 CNH Industrial N.V., a result of the mergers of Fiat Industrial S.p.A. and CNH Global N.V

Zedelgem history

The steps of success

From the first European self-propelled to
the largest combine harvester in the world



Zedelgem today

New Holland's worldwide **CENTRE OF EXCELLENCE** for harvesting products

This means the expert in **design, development, manufacture** and **training** of harvesting equipment, all gathered in one location.

2800 employees

Total surface: 360.357 m²

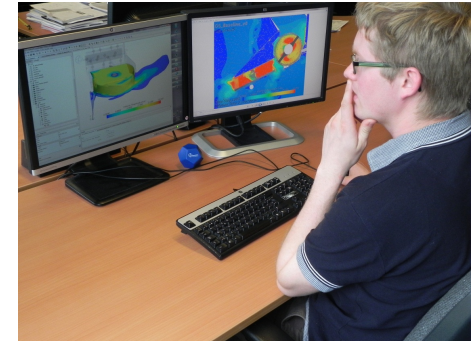
Surface buildings: 156.616 m²



Zedelgem today: Centre of Excellence

Product development, Engineering

- Over 100 year of engineering know how
- Plant with the most patents
- Customers needs translated into solutions
- Virtual room for simulations on products and manufacturing techniques
- Stationary threshing tests all through the year
- Test track
- Field tests all over the world



Zedelgem today: Centre of Excellence

A World Class Manufacturing plant (WCM)

A programme based on the best Japanese production techniques.

The target:

- Zero quality defects
- Zero failures
- Reduction of inventories
- Just in time delivery

The benefits:

- Industry-leading quality
- Competitive pricing
- Absolute flexibility
- Meeting customer's needs



Sense of responsibility and constant search for improvement are expected from every single employee.

Zedelgem today: Centre of Excellence

Here we pass our knowledge on to our dealer technicians to become harvesting product specialists. In this way our customer is assured of the best possible service at his local dealership.

State of the art classrooms allow operating harvesters in an adjacent practical room.



Zedelgem today

Products developed and built



Zedelgem today: products developed and built

CX7 CX8 combines

- CX7.80
- CX7.90
- CX8.70
- CX8.80
- CX8.85
- CX8.90



Threshing and Separation: Conventional



Zedelgem today: products developed and built



	CX7.80	CX7.90	CX8.70	CX8.80	CX8.85	CX8.90
Grain Header Widths (m)	4,75 - 7,32	4,88 - 9,15	5,18 - 10,67	6,10 - 12,50	6,10 - 12,50	6,10 - 12,50
Straw Walkers	5	5	6	6	6	6
Max. Engine Power @ 2000 RPM SCR EcoBlue	FPT Cursor 9 340 hp	FPT Cursor 9 374 hp	FPT Cursor 9 374 hp	FPT Cursor 9 401 hp	FPT Cursor 9 449 hp	FPT Cursor 10 490 hp
Grain Tank Capacity (litres)	9000	10000	9500/11500	11500	12500	12500



Zedelgem today: products developed and built

CX5000 CX6000 Elevation

- CX5080 Elevation
- CX5090 Elevation
- CX6080 Elevation
- CX6090 Elevation



Threshing and Separation: Conventional



Zedelgem today: products developed and built



	CX5080 Elevation	CX5090 Elevation	CX6080 Elevation	CX6090 Elevation
Grain Header Widths (m)	4,57 - 7,62	4,57 - 7,62	4,57 - 9,15	4,88 - 9,15
Straw Walkers	5	5	6	6
Max. Engine Power @ 2000 RPM , SCR EcoBlue	NEF 258 hp	NEF 300 hp	NEF 300 hp	Cursor 9 333 hp
Grain Tank Capacity (litres)	8300	8300	9300	9300

Zedelgem today: products developed and built

CR combines

CR 7.90
CR 8.80
CR 8.90
CR 9.80
CR 9.90
CR 10.90



Threshing and Separation: Rotary

Zedelgem today: products developed and built



	CR 7.90	CR 8.80	CR8.90	CR9.80	CR9.90	CR 10.90
Grain Header Widths (m)	4,88 - 10,67	6,10 - 10,67	6,10 - 12,50	6,10 - 12,50	6,10 - 12,50	6,10 - 12,50
Max. Engine Power @ 2000 RPM, SCR EcoBlue	FPT Cursor 9* 449 hp	FPT Cursor 11* 496 hp	FPT Cursor 11* 517 hp	FPT Cursor 13* 571 hp	FPT Cursor 13* 571 hp	FPT Cursor 16* 653 hp
Grain Tank Capacity (litres)	9500/11500	12500	12500	12500	14500	14500

Harvest Suite™ Ultra cab glass area 6,3 m²

Zedelgem today: products developed

TC combines

TC 4.90
TC 5.70
TC 5.80
TC 5.90



Threshing and Separation: Conventional

Zedelgem today: products developed



	TC4.90	TC5.70	TC5.80	TC5.90
Grain Header Widths (m)	3,96 - 6,10	3,96 - 6,10	3,96 - 9,14	3,96 - 9,14
Straw Walkers	4	5	5	5
Max. Engine Power @ 2000 RPM , SCR EcoBlue	NEF 175 hp	NEF 175 hp	NEF 227 hp	NEF 258 hp
Grain Tank Capacity (litres)	5000	5200	6400	6400

Zedelgem today: products developed and built

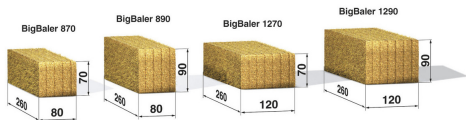
BigBaler

Large rectangular balers

BB870
BB890
BB1270 plus
BB1290 plus



Zedelgem today: products developed and built



Bale Dimensions	BB870	BB890	BB1270 plus	BB1290 plus
Width (cm)	80	80	120	120
Height (cm)	70	90	70	90
Min/Max length (cm)	100/260	100/260	100/260	100/260

Zedelgem today: products developed and built

FR FORAGE CRUISER

self-propelled forage harvester

FR480
FR550
FR650
FR780
FR850



Zedelgem today: products developed and built



	FR480	FR550	FR650	FR780	FR850
Max. Engine Power @ 2000 RPM, SCR EcoBlue	FPT Cursor 13* 476 hp	FPT Cursor 13* 544 hp	FPT Cursor 16* 653 hp	FPT Cursor 16* 775 hp	FPT Vector 20* 824 hp
Cutterhead cylinder type	V-shaped with 2 rows of knives				
Cutterhead frame width	900mm				
Cutterhead diameter (max/min)	710mm / 690mm				

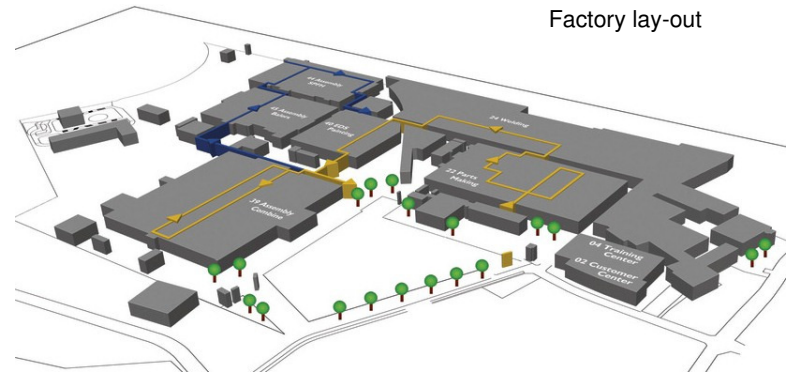
Zedelgem today: plant tour

Plant tour directives



Zedelgem today: plant tour

Factory lay-out



Zedelgem today: plant tour



Headphones



Safety Glasses mandatory



Stay within the yellow lines, use the small doors and do not touch components



No photography
No video
No smoking



Take a visitor jacket
Sizes: M, L, XL, XXL

NEW HOLLAND INVITES YOU TO ENJOY YOUR PLANT TOUR

