

Farming. Building. Growing.

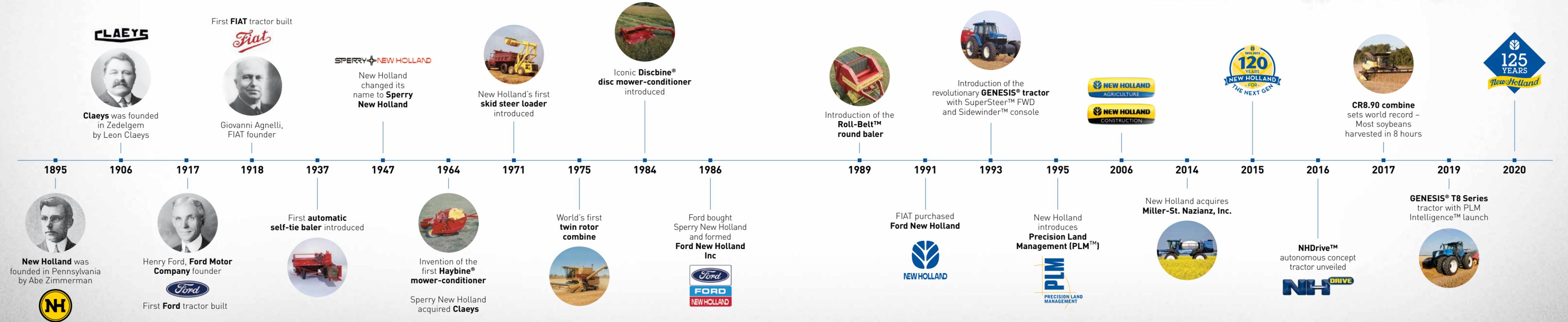
Leading the way in high-productivity equipment.



A HISTORY OF INNOVATION SINCE 1895

We celebrated our 125th anniversary in 2020. Over the decades, New Holland has celebrated important milestones in agricultural innovation that have helped five generations of farmers significantly improve their productivity and efficiency.

Today, as one of the numerous brands of CNH Industrial, New Holland offers North American farmers a complete line of agricultural equipment to support their livelihoods in raising livestock, producing hay and forage, harvesting small grains, growing fruits and vegetables, and enjoying the rural lifestyle. We build more than 400 models in over 100 product lines, all designed to help you work more productively.



OUR BRAND VISION IS ALL ABOUT PARTNERSHIP:

New Holland endeavors to be a trusted partner for every season. We're a farming specialist with a wide equipment portfolio and a global presence. We offer products and support through a strong dealer network that provides industry-leading solutions for productive and sustainable agriculture. **For a strong and enduring partnership, bring the power of New Holland to your business.**

OUR BRAND VALUES ARE CLEAR AND STEADFAST:

Reliability » We understand just what it takes to be a farmer. Farmers need products they can trust. Quality products that get the job done, with in-built durability to do just that season after season. But we also know it goes beyond the products themselves, so our New Holland family is made up of people the world's farmers can trust, who are on hand when needed. People and services that can be relied upon. And, most importantly, people who are easy to do business with.

Openness and Responsiveness » Our global dealer network exists to support the world's farmers, wherever they are. New Holland dealers are easy to work with. By truly listening, they strive to find flexible solutions that are right for every customer. They are committed to helping farmers enhance connectivity and productivity. In short, our dealers support our customers in everything they do.

Sustainability » As the Clean Energy Leader, New Holland is at the forefront of sustainable agriculture with the goal of producing more from less. Our longstanding commitment to developing and commercializing Alternative Fuels technology is a key step to decarbonizing farming while continuing to be profitable. This philosophy has been instrumental in CNH Industrial's position as the sector leader for nine consecutive years in the World and Europe Dow Jones Sustainability Indexes.

Innovation » New Holland provides customers with innovative solutions that make farming easier, more efficient, and more productive while helping make agriculture more cost effective. Today, we have four global Centers of Excellence: Zedelgem in Belgium for Combines, Curitiba in Brazil for Tractors, Coex in France for Grape Harvesters and New Holland in the U.S.A. for Haytools. These state-of-the-art facilities are committed to developing the next generation of industry-leading products.



“

There are lots of options for farm equipment, but as farmers, our relationship with our dealer and right on up through the whole company chain has made us loyal to New Holland.

”



DUSTY HUNTER
Shaunavon, Saskatchewan

Why join the New Holland team?

- » Expansive product line serving a broad customer base
- » Strong brand recognition and leadership with excellent market-growth potential
- » Cutting-edge wholesales and parts distribution network
- » Financial service that offers flexible finance options

Got what it takes to be a New Holland dealer?

- » Sound team work ethic and good business sense
- » Ability to meet financial requirements and acquire a facility
- » Strong communications and interpersonal skills
- » Desire to bring quality to the life of our customers



More choices mean more efficient ways to tend the land.

COMPACT, UTILITY AND MID-RANGE TRACTORS

Sub-Compact & Compact Tractors: 24 to 55 gross hp

Built for homeowners and part-time farmers, landscapers and lifestylers, the lineup of New Holland compact tractors delivers work-proven dependability and outstanding versatility. These are small, but highly capable tractors that make short work of anyone's to-do list.

- » Quiet, fuel-efficient power
- » Simple design, practical controls, easy operation
- » Superior warranty coverage, worry-free ownership
- » Cab or ROPS models

Utility Tractors: 50 to 75 gross hp

Performance, reliability and value work hand-in-hand in our wide range of utility tractors. Easy to service and even easier to operate, these all-purpose tractors can do it all—and do it well. Mow. Dig. Bale. Load. Add the right attachment or implement and get to work.

- » Low cost of ownership
- » Available mid-size power with small-tractor convenience
- » Exceptional comfort and visibility
- » Cab or ROPS models

Mid-Range Tractors: 64 to 125 gross hp

The sweet spot of the New Holland tractor roster: maximum dairy, livestock and mixed-farm utility from lower-horsepower models to maximum fieldwork capabilities from heavier-duty models. The go-to range for municipal decision-makers, too. All mid-range tractors are designed to keep operators supremely comfortable and productive, no matter what the task.

- » Long service intervals, less downtime
- » Tier 4 Final emissions compliant
- » Nimble and maneuverable
- » Cab or ROPS, 2WD or 4WD
- » Loader-ready design



AWARDS & INNOVATIONS

The T5 AutoCommand™ tractor was a Machine of the Year winner at SIMA.



KEY CUSTOMER SEGMENT:

Rural Lifestyle and Equine

They go by many labels—rural lifestyler, sundowner, hobby farmer—but our customers in this market are a growing segment for New Holland. Farming throughout North America with growing hay and raising a small herd as a focus, these New Holland customers require a diverse range of tractors and haytools to meet their needs, even if only part-time. Horse farmers and stable and show-venue operators turn to New Holland with similar needs: reliable, sub-100 hp utility tractors, small square and utility round balers, and skid steer loaders. Our Boomer™ and WORKMASTER™ compact tractors and WORKMASTER and PowerStar™ utility tractors provide plenty of power and versatility, and compatibility with a wide selection of front-end loaders and attachments. And our RF fixed-chamber utility baler is expressly made for smaller, lower-hp tractors—the kind of machines New Holland lifestylers and equine customers need to succeed.



The only name in hay that matters.

HAY & FORAGE EQUIPMENT

Round & Square Balers: Bale perfection in any crop

New Holland round balers with their roll-belt design are renowned for producing the industry's densest bales—denser bales mean fewer bales to handle and store and less baling time, not to mention the immense upside in nutritional benefits for livestock. New Holland small and large square models deliver exceptionally high bale quality and density with features to speed operators through fields when the crop is ready.

- » Produce consistently dense, well-shaped bales
- » Fast baling speeds increase capacity
- » Designed to pick up all of the valuable crop
- » Wide range of baling sizes—ideal for the horse farmer to the custom operator
- » Reliable design and components that are easy to service

Mowers and Mower-Conditioners: Still a cut above

Whether featuring a disc or sickle cutterbar, New Holland mowers and mower-conditioners elevate cutting performance to a new level. All models cut crop closer, condition gently and produce well-formed windrows for fast drying of hay and grass.

- » Legendary Discbine® and Haybine® performance
- » Side-pull and center-pivot models
- » Heavy-duty and triple disc models for big-capacity mowing
- » Premium, trouble-free cutting with extra-fast knife speeds and full header flotation
- » Gentle chevron intermeshing rubber rolls or flail conditioner
- » True modular disc cutterbar—three-year factory warranty

New Holland balers make a very nice bale. Since our first one, our bales have always been nice and square. We can drive down the road and tell what kind of balers others use from the look of their bales.



DAN KOENEN
Rock Valley, Iowa



AWARDS & INNOVATIONS

New Holland BigBalers are one of the top-selling large square balers in the world. In 2020, we celebrated the production of the 30,000th large square baler.



BigBaler High Density has won an AE50 award for its SmartShift™ two-speed gearbox and 22% gain in bale density.



Self-Propelled Windrowers: Unmatched capacity

More than 50 years of proven performance makes our line of self-propelled windrowers the benchmark in cutting and swathing any crop with greater efficiency, durability and power.

- » Best-in-class cab comfort—wider, roomier, superior visibility
- » Tier 4B-compliant engines from 150 to 210 hp
- » Disc, sickle and draper headers available, depending on model—easy head changeover
- » Perform routine service and maintenance at ground level



Automatic Bale Wagons: Effortless moving and stacking

Only New Holland bale wagons handle a wide variety of bale sizes—from small square bales to large, or both. More customers rely on our 60+ years of leadership in automated bale handling to stack and move tightly packed bales without breaking a sweat.

- » 190-hp engine and rear diff-lock deliver more power and traction
- » Pre-programmed and customizable stacking patterns
- » Multiple hydraulic pumps for greater flow, faster cycle times
- » Heavy-duty front axle

Rakes, Tedders and More: Making better hay

New Holland rotary tedders dry hay more gently and let you bale or chop sooner. Models range from 17'1" to 36'1" tedding width. Move more hay faster and make better, cleaner windrows with the full line of New Holland wheeled and rotary rakes.

KEY CUSTOMER SEGMENT:

Haymaking and Industrial Hemp

New Holland is committed to dominating the hay and forage market by leveraging our legacy of innovation—think the first automatic self-tie baler or the first Haybine® mower-conditioner, to name just two. From first cut to last bale, New Holland offers the broadest and most innovative hay products available, including round-bale technology that produces the highest-density bales. In the growing industrial hemp market, New Holland is developing harvesting, processing and packaging solutions now to help take advantage of this new frontier in agriculture. We're also partnering with the National Hemp Association to accelerate the return of hemp commodity crops onto farmlands across the country. We're excited about this market and are proud to lead the way in product development.

The right tools for the job are found right here.

MATERIAL HANDLING & LIGHT CONSTRUCTION EQUIPMENT

Skid Steer Loaders, Compact Track Loaders: Tough and versatile

Give a New Holland 60-90 hp skid steer or compact track loader a tough job and it'll help you get it done fast. You'll benefit from outstanding lift and breakout forces, rock-solid stability and the industry's best visibility and operator comfort.

- » Super Boom™ vertical lift linkage provides more dump height and reach
- » Long wheelbase for stability and smooth-riding comfort
- » Low-profile track undercarriage eases cleanout, reduces noise, increases durability
- » LCD display with integrated back-up camera
- » Easy access to all service points
- » Near-endless range of attachments



AWARDS & INNOVATIONS

Demonstrating their exceptional long-term value, New Holland skid steer loaders earned Lowest Cost of Ownership accolades by EquipmentWatch.



Loader Backhoes: Maximum force at either end

New Holland loader backhoes save time when lifting, trenching, loading or pushing. Superior dump reach enables operators to dump material into a truck's center for faster loading and increased payloads.

- » Backhoe bucket digging force up to 12,969 lbs.
- » Loader lift capacity up to 11,118 lbs. to full height
- » Loader breakout force up to 14,712 lbs.
- » Tool carrier model combines powerful backhoe with curved-boom loader that features mechanical self-leveling both up and down

New Holland's Government/Fleet Sales Managers are a great asset. They're always available to help walk us through the steps when we have questions.



CRAIG MAITLAND
Store Manager,
Kelly Tractor, Texas



KEY CUSTOMER SEGMENT:

Government Fleet & Landscaping

New Holland is the single source for all the tractors, loaders and equipment needed for seasonal and specialty work by municipalities, landscaping and land-maintenance businesses, and construction firms. Our equipment—whether an all-purpose tractor or compact excavator—is designed to keep crews on-schedule and on-budget, while streamlining an owner's operations and reducing cost of ownership. With maximum uptime paramount, New Holland's aim is versatility that reduces overhead, unmatched visibility and comfort that ease operation, and performance and efficiency benefits that deliver a competitive advantage for every customer.



Compact Excavators: Confidence in tight spaces

Work next to buildings, foundations and roads with greater confidence in a New Holland compact excavator. Compact design and zero/short tail swing let you dig, fill and grade in the most confined, congested areas.

- » A range of models from 1.7 to 6 tons
- » SAE bucket breakout forces up to 8,490 lbf, dig depth up to 12.5 ft.
- » More ground clearance, outstanding dozer blade lift height increase maneuverability
- » Operator cab is roomy, quiet and comfortable

Compact Wheel Loaders: Do more than load

With dependable engine and hydraulic power and a choice of buckets and attachments, a New Holland compact wheel loader can scrape, grade, haul and more.

- » Z-Bar linkage provides maximum breakout force and digging and lifting power
- » Built for stability—compact design, lower machine height, lower center of gravity
- » Spacious, comfortable cab

Tractor Loaders: More power, smoother ride

A New Holland tractor loader delivers responsive power at both the bucket and hitch for superior loading, stacking, scraping and leveling. Glide Ride allows the boom cylinders to absorb bumps and stabilize loads while traveling.

- » Curved-arm loader linkage reduces spillback
- » Reverse-mounted loader arm cylinders maximize breakout force and bucket dump speed
- » Lift capacity up to 6,503 lbs. to full height
- » Synchromesh transmission with power shuttle for smooth control
- » Large, flat-deck operator platform—outstanding visibility and comfort

Unrivalled power and capacity keep you on the leading edge of productivity.

CASH CROP EQUIPMENT

High-Horsepower Tractors: 175 to 682 hp

Here's ultimate power at its most efficient and versatile, letting you handle big implements and even bigger acres with ease. 4WD to keep you moving productively. Precision Land Management (PLM™) and total connectivity to accurately guide you. A sprawling cab to keep you comfortable over the longest day and well into the night. New Holland's big 4WD and high-horsepower tractors put you in complete control.

- » Up to an impressive 682 hp
- » Best-in-class drawbar horsepower and fuel efficiency and maximum pull in 4WD tractors
- » PLM Intelligence™ keeps you connected to your fields, data, partners and dealer
- » Innovative cabs and customizable controls maximize productivity
- » Huge hydraulic flow and lift capacities

Combines: Superior grain quality and harvest capacity

The New Holland Twin Rotor® combine is the world's highest-capacity rotary combine, delivering record-breaking performance for capacity in both wheat and soybeans.

In the super-conventional class, New Holland leads in harvesting performance with the world's most powerful and highest-capacity combine. With either technology, it's a win-win.

- » Rotary models up to 700 hp
- » Super-conventional models up to 490 hp
- » Highest-quality grain samples, less grain loss
- » Wide selection of heads: direct-cut auger, draper, pickup, corn
- » Industry-leading cabs for comfort and spaciousness



AWARDS & INNOVATIONS

One in four combines sold in the world is a New Holland machine—not surprising when you consider their efficiency and capacity.



The CR10.90 smashed the record for the most wheat harvested in eight hours. During the record it harvested 29,308 bushels of wheat in under eight hours in real-world conditions.

The CR Revelation combine with IntelliSense™ technology was a Machine of the Year winner, while the IntelliSense automation system earned a prestigious AE50 award.



KEY CUSTOMER SEGMENT:

Cash Crop and Small Grain

Our lineup of combines, including the CR Twin Rotor® and CX super-conventional, is powering the demand in western Canada and in the U.S. plains for proven New Holland production capacity and operating efficiency. Our farmers and contractors work 5,000+ acres of wheat, canola, peas and beans and rely on our combines—and our T9 and GENESIS® T8 Series tractors with PLM Intelligence™, Guardian® sprayers, seeders and more—to perform a difficult job and do it well. They depend on precision farming technology for maximum productivity, look for total solutions from one source, and demand a strong, enduring relationship with their New Holland dealer. New Holland delivers in every way. Helping our customers better manage large, complex and expensive operations is what we do best.



Whatever it takes to do the job, New Holland builds the solution.

HARVESTERS, SPRAYERS & SPECIALTY TRACTORS

Forage Harvesters: Higher capacity, superior chop quality

Call it game-changing performance. New Holland self-propel forage harvesters deliver it with ultimate capacity, best-in-class cut quality, first-class comfort and lower operating costs. Our best-sell line of pull-type harvesters provides uniform chopping and pro reliability with the toughest cutterhead in the industry.

- » Self-propelled models—up to 911 hp for maximum tons per hour
- » Self-propelled models—industry’s widest feedroll for unmatched chop quality
- » Pull-type models—up to maximum 300 PTO hp
- » Pull-type models—shaft-driven windrow pickup headers and cornheads

Grape and Olive Harvesters: The name is Braud

Braud harvesters set the standard for harvesting grapes and olives, ensuring top-quality wines and oils. A wide range of grape harvesters is available, including high-capacity and compact models. Olive harvesters deliver superior harvesting quality and productivity in super-intensive orchard operations.

- » Crop picking and collection are best in class
- » Cleaning system reduces MOG (Material Other than Grapes)
- » Efficient de-stemming: 99.56% fruit cleanliness
- » Class-leading comfort and technology



The world’s leading supplier of narrow tractors, New Holland’s lineup includes 15 models, six power levels and four dependable tractor families, each designed to help growers of fruits and nuts work more productively in narrow rows and hilly, challenging terrain.

- » Low clearance, outstanding visibility, maximum versatility
- » Models with open-air platform or cab—comfort and protection for long days
- » Multiple transmission options to match the job
- » Responsive engine and hydraulic power



KEY CUSTOMER SEGMENT:

Viticulture & Specialty Crops

Wine-grape producers and growers of vegetables, fruits and nuts have one of the widest equipment lines to choose from in New Holland. Responsible for 100+ acres in production, on average, these New Holland customers need tractors, harvesters and sprayers that fit their precious crops and often-challenging terrain. “Specialty” is standard requirement with our customers—and New Holland leads the way with more solutions: Braud grape harvesters, the standard in grape-harvest quality; narrow and low-profile tractors for go-anywhere performance; crawler tractors that handle the ups and downs of hilly terrain with ease; and skid-steer and compact track loaders. We’re always looking ahead, too, with next-generation products on the horizon, including a blueberry harvester and orchard-specific innovations in our utility range of tractors.



AWARDS & INNOVATIONS

The T4 V/N/F tractor range was named Tractor of the Year in the Best of Specialized category at Agritechnica.



Front Boom Sprayers: Never look back

With unmatched visibility allowing you to run the boom closer to the ground, New Holland front-boom sprayers are the easier way to spray. And with a crop clearance up to 78 inches, these sprayers let you apply chemicals or fertilizers throughout the season.

- » Models up to 412 hp
- » Tanks as large as 1,600 gal.
- » Booms as wide as 135 ft.
- » Cab is built for spraying: clear sight of the entire boom and all spray tips



New Holland is the Clean Energy Leader.

Our Clean Energy Leader strategy influences every decision we make at New Holland. From giving used parts a second lease on life to reducing the environmental impact of our production, we are resolute in safeguarding our planet. We are committed to providing our customers with ingenious solutions that make farming more efficient while respecting the environment.

PIONEERING NEW ENERGIES

Biodiesel. Ethanol. Biomass. Methane. Hydrogen. New Holland is pioneering innovative ways to develop new fuels and carbon-neutral energy technologies — today and tomorrow.



We were the first manufacturer to offer 100% biodiesel compatibility back in 2006.



New Holland is also at the forefront of research to create a methane/hydrogen hybrid tractor, an intermediate step until 100% hydrogen-powered machines are available. Methane-powered tractors produce up to 80% lower emissions than their conventional diesel counterparts.



We're the premier equipment provider to Growth Energy and its ethanol plants in North America.



Agricultural biomass is at the heart of our product development cycle, with equipment to harness the energy in sugar cane stover, sugar beets, coppice and more.



New Holland's T6 methane-powered concept tractor, a big step forward in decarbonizing agriculture, was crowned the **Sustainable Tractor of the Year** at Agritechnica, a global trade and engineering fair. The T6 concept produces 99% less particulate matter than an equivalent diesel tractor and reduces CO₂ emissions by a minimum 10% and overall emissions by 80%.



ENCOURAGING SUSTAINABLE FARMING

By encouraging sustainable management of soil, residue and inputs with advanced crop diversification techniques—combined with equipment engineered to take advantage of conservation farming—New Holland is helping farmers reduce the environmental impact of agriculture while enhancing their profitability and productivity.

We're also providing methods for farmers to calculate and reduce their operation's carbon footprint, which can help to safeguard our climate.

Working with new levels of connectivity and productivity.

New Holland's Precision Land Management (PLM™) offers farmers a new level of connectivity and productivity. PLM software analyzes and plans in-field tasks so customers can enjoy the benefits of more efficient farming, all while reducing inputs, saving money, and benefiting the environment.

For dealers, PLM and connected equipment offer a way to deliver a superior customer experience and achieve higher profitability through additional service and maintenance contracts, proactive parts opportunities and new wholegoods sales.

With a full range of correction signals, New Holland's modular solution can be used on any machine, and intuitive, user-friendly interfaces mean customers can use guidance with confidence.



MYPLMCONNECT

Our farm management system puts operators in control of their farm from anywhere. Through integrated solutions that link farm, fleet and data, MyPLM Connect optimizes time by delivering information to make informed agronomic decisions.

Farm Management » Get more done each day by easily organizing fields, applications and agronomic data

Fleet Management » Work smarter by tracking equipment to maximize uptime and efficiency

Data Management » Connect and securely share farm data to gain relevant insights to increase productivity and performance





CONNECTION TO THE BRAND: Marketing & Communications

Product and Sales Literature

Dealers have access to professionally produced, four-color product literature for all New Holland products. Collateral promotional materials are also available, including a variety of posters, point-of-purchase displays, direct mail programs, and other promotional materials designed to help you sell New Holland products and promote special offers.

Co-Op Advertising Support

New Holland offers dealers promotional support through their wholegoods and aftermarket co-op programs. These co-op programs offer dealers partial reimbursement for advertising expenses which promote the New Holland brand and services in local markets. Co-op allocations are earned based on in-market retail sales and other incentive bonuses. Dealers new to the New Holland family are offered a “new dealer co-op bonus” to get their marketing plans up and running. Complete co-op guidelines for each of the two programs are accessible through the Dealer Portal.

Professionally produced advertising assets, turn-key digital marketing campaigns, and 1:1 marketing consultation for dealerships are available through our channel marketing platform.

New Holland Publications

In addition to turn-key digital marketing, New Holland also offers a traditional magazine mailing program. Dealers have the option to enroll in an automated publication marketing program so that your dealership can remain top-of-mind with your customers and they stay informed of new products and important trends in agriculture, as well as news from CNH Capital and our After-Market Services group.

National Advertising and Public Relations

New Holland believes that brand awareness is critical to retail sales success. We maintain a robust marketing and advertising campaign at the corporate level to be sure that producers know the New Holland name and the value they will experience with our products.

In addition to traditional paid advertising, New Holland maintains active relationships with ag journalists to keep the New Holland name in the press, so that our dealers can benefit from the buzz. Plus, we support many major commodity groups and ag-related associations, and participate actively in sponsorship opportunities across North America. All of this helps to maintain important relationships and build preference for the New Holland brand.

New Holland also maintains an active social media presence on all the major channels. Our marketing strategy relies heavily on social to connect with producers, regardless of where they are in their relationship with New Holland.

 [youtube.com/newhollandna](https://www.youtube.com/newhollandna)

 [facebook.com/newhollandna](https://www.facebook.com/newhollandna)

 twitter.com/nhagriculture

 [instagram.com/newholland_northamerica](https://www.instagram.com/newholland_northamerica)

 [linkedin.com/showcase/new-holland-agriculture](https://www.linkedin.com/showcase/new-holland-agriculture)



CONNECTION TO THE BRAND: Digital

Marketing Services

Today's buyers are spending increasing amounts of time researching their purchases online. Keeping up with the pace of change in digital marketing while running a dealership can be overwhelming. To help keep your business' name in front of today's buyers, New Holland offers enrollment-based, turn-key digital marketing consultation, execution, optimization and reporting—at your fingertips—through our channel marketing platform.

Properties

 [newholland.com](https://www.newholland.com)

New Holland's website is configured to point users to the right region based on their location. Users can visit the site to find information about Ag or Construction equipment, research products, find used equipment, compare models and even configure, price and quote online.

 usedequipment.newholland.com

Our used equipment site can be found via [newholland.com](https://www.newholland.com) and is here to help you re-market your used equipment inventory and generate sales for your business.

Dealer Portal

The New Holland Dealer Portal is the single point of access for dealership communications and New Holland Internet applications. Because the Dealer Portal can be accessed from any computer with an Internet connection, you will be able to easily access the most current news and information whenever you need it. Information on the New Holland Dealer Portal includes letters, policies, user guides, programs and pricing. Internet links connect you to information on wholegoods, parts, service, finance, and marketing tools.



RUNNING YOUR BUSINESS: Aftermarket Solutions

Aftermarket Solutions provides our commercial brands and their respective dealer networks with the product, people and tools to position Parts & Service as the customer-preferred choice to support their activity throughout their machine's lifetime.

ASiST

A series of tools available to dealers via the CNH Industrial ASiST page. This includes:

- » **Technical Help Desk (THD)** - an online tool that shares technical information using contact management, knowledge management and the technical information database. It gives dealers faster access to accurate information, reduces diagnostic time, increases recovery rate and improves customer satisfaction.
- » **Parts Technical Help Desk (PHD)** - parts assistance, quality support and catalog guidance are as close as a phone call or email away. When technical issues arise, New Holland makes sure you'll have all the answers.
- » **Warranty Information Tool (WIT)** - provides dealers direct access to the Warranty department for inquiries, including warranty policy, the eWarranty system and warranty claim questions.

Next Generation Parts Catalog (NGPC)

A comprehensive tool indexing parts for over 11,500 models dating back to 1939.

Common Spare Parts System (CSPS)

New Holland's parts ordering system allows dealers to easily order parts electronically. CSPS contains up-to-date price and availability of parts at your fingertips.

Service Training

New Holland supports dealers' service departments by offering product, management and warranty training courses in various forms, including instructor-led, web-based and blended learning. Certification programs are also offered for Service Technicians, Service Managers and Warranty Writers to ensure that your service personnel are properly trained to support customers.

Parts & Service Sales Managers

New Holland Parts & Service Sales Managers provide after-sales parts and service consulting to assist dealers in maximizing the profitability of their dealerships.

Inside Sales

New Holland keeps its dealers up to date and well informed on special offers, sales programs, pricing changes and other updates as well as tracking the shipment of special parts through a dedicated Order Management department.



New Holland's Top Service Breakdown Assistance is unbelievable. We have very few breakdowns with our New Holland equipment, but when service is needed, it's nice to know that your dealer has invested heavily in quality-trained service techs. After 24 hours, if they can't get our machine up and running, they will supply a replacement piece of equipment until ours is running again. That's huge.

- STACEY LUND, Griffin, Saskatchewan

Dealer Parts Support

Order assistance for shipping dates, tracking and backorders is available via phone or the Dealer Portal.

Co-Op Marketing

A program designed to encourage dealer advertising and promotion of CNH Industrial genuine parts and dealership service in a way that supports increases in dealer sales and market share and positively promotes the New Holland brand.

Retail Environment Services

Led by an in-house team of merchandising experts who understand the importance of first impressions. We partner with industry experts to help you make the most of your space through fixture development, retail showroom layout, consultation services and product presentation.

Parts Equity

New Holland offers qualified dealers an Equity loan based on specific growth targets over a set period of time. If goals are achieved, the loan is forgiven.

 **RUNNING YOUR BUSINESS:**
CNH Industrial Capital & Financials

Through **CNH Industrial Capital**, New Holland offers dealers a financing source with a wide range of flexible financing options, so you can gain a competitive edge and finalize sales quickly and efficiently.

Lending: CNH Industrial Capital offers a variety of options to your customers to meet their financing needs. Flexible payment schedules support the seasonality of the agricultural industry while meeting the cash-flow needs of the customer. CNH Industrial Capital is committed to providing the right lending solutions for each individual customer.

Leasing: CNH Industrial Capital offers customers leasing options to maximize cash flow by lowering payments while acquiring the latest in equipment technology. Work with CNH Industrial Capital to build the ideal operating, finance or municipal lease solution for your customer.

Commercial Revolving Account: Productivity Plus® is an exclusive line of credit designed for one purpose: To help customers maximize their purchasing power with increased payment flexibility and trackability. Productivity Plus can improve a dealer's cash flow by providing funding within 48 hours, help drive additional parts and service business through special financing promotions and help reduce your operational costs.

Insurance and Protection Products: CNH Industrial Insurance Agency offers a wide range of insurance and equipment protection products designed to meet the needs of your dealership and customers. Products include: Physical Damage Insurance (PDI), Purchased Protection Plans (PPP), and Rental Damage Waiver.

Wholesale: CNH Industrial Capital provides floorplan financing for New, Used and Parts inventory. New Holland provides additional floor plan support by offering various dealer terms for New Holland products.

Asset Remarketing & Equipment Alley: Quality used equipment is just a click away. CNH Industrial Capital lease returns, repossessions and other company-owned equipment are sold on EquipmentAlley.com. Anyone can view the equipment listed, but only registered users have the ability to login to bid and buy equipment. In addition, Equipment Alley provides tools to help manage your leasing business — view your upcoming maturities, report customer intentions and notify CNH Industrial Capital when equipment is returned within the site.

Financial Covenants

New Holland realizes the critical importance of our dealer network and works with dealers to improve their ability to manage their business.

A dealer must maintain certain financial ratios to ensure a profitable bottom line while retaining adequate cash flow to cover day-to-day operations, and must meet these initial investment requirements:

- » 20% owner's equity ratio
- » Working capital turns of 8
- » Operating investment turns of 8

New Holland provides a tool (BMS) that enables your dealership to submit its monthly financial information electronically to CNH Industrial Capital. This information is used to calculate peer groups and enables you to benchmark your performance against peer groups and targets.

Utilizing BMS provides your dealership with a number of benefits, including:

- » Access to a full set of tools to help analyze, plan and adjust your business strategy
- » Benchmark financial performance against peers and targets
- » Ability to identify dealership and department profit opportunities
- » Easy submission of your financials through your Dealer Management System (DMS)
- » Ability to electronically submit your year-end final adjusted financials
- » Access to a Business Planning Tool to help you create your budget for the next year



 **RUNNING YOUR BUSINESS:**
Sales & Lead Management

Lead Management

Why is lead collection important? Customers gather information in various ways in order to make their purchase decisions. As they move through the information-gathering process, customers reach a point when they want to be contacted for purchase information or to create a relationship with the seller. Lead collection processes need to be in place to allow these information seekers entry into the retail environment where they are able to finalize a sale.

Lead collection accomplishes the following:

- » Prospecting for in-market customers and conversion opportunities
- » Connecting the customer with the seller for additional information exchange
- » Collecting customer information for relationship nurturing
- » Data cleansing in the corporate database and seller CRM systems
- » Vetting out ancillary sales opportunities that accompany primary product sale
- » Measuring the impact and effectiveness of various marketing activities

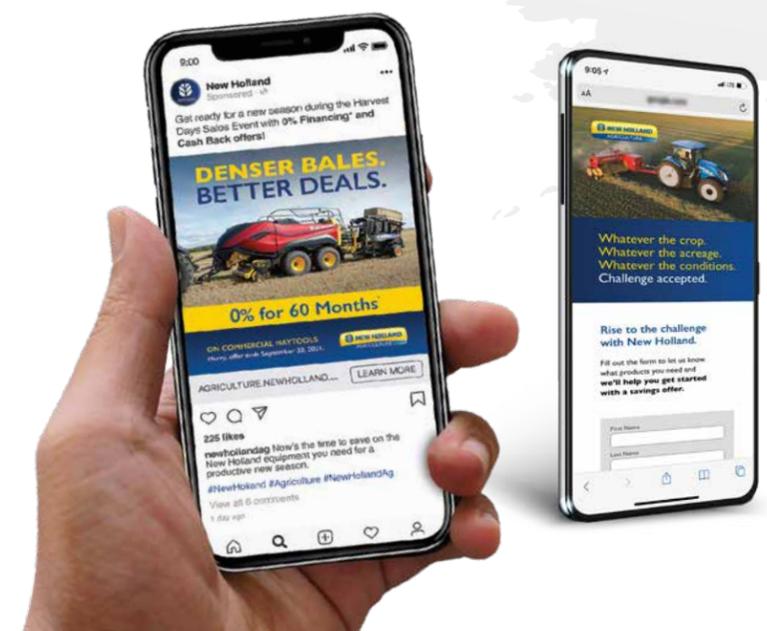
Business Managers

New Holland Business Managers are our frontline liaisons to help you manage and grow the business. They live in your area and have a solid understanding of the local markets and New Holland products, processes and policies. Although they are focused on the wholegoods side of the business, they "own" the relationship with your entire dealership operation. New Holland Business Managers work with you to develop and achieve your business plan for market penetration, support your sales and marketing efforts, and help with order planning. They are focused on helping you sell equipment and make money.

Dealer Sales Support

New Holland's Dealer Sales Support Department works with dealers and Business Managers to profitably grow New Holland sales and market share. They support dealers by phone or email and assists with items such as:

- » Equipment locating and availability
- » Order entry / changes / diversions
- » Special order programs
- » Government & fleet concessions
- » Bargain list sales
- » Equipment order status inquiries
- » Shipment tracking





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