



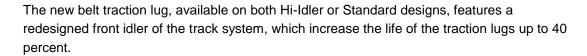


New Holland Introduces SmartTrax™ II Upgrades to T9 Series Tractor Models

- New Standard Track design offers cost-effective alternative to premium model
- Deep Traction Lug offers added traction for wet conditions
- Belt Traction Lug helps improve and extend lug life

New Holland, Pa. (August 30, 2016) – New Holland has expanded the SmartTrax[™] offering for model year 2017 T9 Series tractors with the SmartTrax[™] II Standard Track and Deep Traction Lug options and new belt traction lug.

"We heard from a number of customers who were searching for a similar solution at a lower acquisition cost, and we listened," said Dan Valen, Cash Crop Marketing Segment Lead at New Holland. "The new Standard design offers a cost-effective alternative to the premium Hi-Idler, featuring the same benefits with the exception of the aggressive approach angle." Both the Hi-Idler and Standard modules are available with Agricultural lug tread or new Deep lug tread for added traction on the T9.600, T9.645 and T9.700 vehicles. The Agricultural lug tread has a tread height of 2 inches, while the Deep Lug tread height is 2.6 inches, making it ideal for very wet conditions or in loose or softer soils where traction is difficult to achieve. Both track belts are designed with a 153.3mm (6 inch) tread spacing, which improves traction in wet or soft ground conditions and optimizes tread cleanout in muddy or sticky field conditions.



All SmartTrax II models offer a standard 36-inch-wide track, which provides 2,800 square inches of ground contact per module, for a total footprint of 11,200 square inches. Traction is maximized for heavy tillage equipment and large planters and when operating in wet or marginal conditions. The large footprint increases flotation, reduceing soil compaction and damage, which leads to increased soil fertility and water drainage

Overall benefits of the SmartTrax system include:

Full Power Turns

Articulated steering maximizes the ability of all four tracks to remain on the ground at all time, not just in a straight line. This enables the torque to be equally transferred during the turn, reducing both loss of traction and soil disturbance.

Superior Ground Contact

Thanks to the oscillating track modular design, uneven terrain is no match for the T9 Series SmartTrax II. The tracks will simply follow the contour of the ground to ensure that the operator maximizes traction and reduces potential slip. This also increases flotation and reduces compaction to maximize soil fertility and water drainage.

Positive, Efficient Drive





SmartTrax II features the largest drive wheel in the industry. It is a 100% direct drive system — no friction elements that can slip under very wet conditions.

Maximum Performance

With eight drive lugs engaged at all times, the load per lug is reduced for extended durability. An integrated scraper helps reduce soil buildup between the drive and belt lugs to maintain alignment and drive lug engagement.

All T9 Series SmartTrax II ranges come equipped with additional Camoplast 5500 Series 36" track belt, engineered for use in tough conditions, in the industry-exclusive Hi-Idler design option or new Standard design. The 5500 Series tracks are the right choice for operating on side hills and abrasive underfoot conditions. Camoplast 5500 tracks feature an improved carcass construction that greatly reduces damage reaching the main cables. By reducing the damage that reaches the main cables, track life is improved and overall cost of operation is decreased.



About New Holland

New Holland Agriculture and New Holland Construction sell and service an innovative line of agricultural and construction equipment, including a full line of tractors, hay and forage equipment, harvesting, crop production, skid steer and compact track loaders, compact wheel loaders, tractor loader backhoes and mini excavators. Sales, parts and service are provided by more than 1,000 New Holland dealers throughout North America. More information on New Holland can be found at www.newholland.com/na.

New Holland is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com

http://www.newholland.com/na http://www.youtube.com/NewHollandNA https://www.facebook.com/newhollandna 'https://twitter.com/NHAgriculture

For more information, contact:

Meredith Amoroso
New Holland PR & Content Team
mamoroso@mullenlowe.com | 412-335-0636

###

