

NEW HOLLAND DEALER NEWS

A Monthly News Update for New Holland North American Dealers

November 2016



Reaching Out to the Future of Farming at National FFA Convention

It seemed like blue corduroy jackets were everywhere in downtown Indianapolis, as close to 60,000 FFA members, their advisors and alumni descended on the city October 19-22 for the 2016 National FFA Convention. New Holland took part in the convention's Expo, with plenty of interactive activities to attract the students and advisors alike.

In support of agricultural education, New Holland offered DVDs of *The Great American Wheat Harvest* to chapter advisors. The movie, sponsored in part by New Holland, tells the story of the wheat harvest and the custom harvesters and farmers who make it possible. Conrad Weaver, director and producer of the film, and Tracy Zeorian, a custom harvester who was one of the stars of the film, were on hand to personally hand out the DVDs.

Even video games can't compete with the interactive displays at the New Holland booth. The PLM simulator, a popular attraction at farm shows, challenged students to test their driving skills against a T8 tractor with auto-guidance. At the end of the race, the student can enter the number of acres on their farm to see the savings that would be generated by auto-guidance. At the OnBoard 360 display, virtual reality glasses and headphones gave the feeling of actually being in the field operating New Holland equipment while mowing hay, harvesting or working ground.



Above: What farmer doesn't love checking out iron? The NH^{Drive}™ autonomous concept tractor created quite a buzz at the National FFA Convention. Far left: The PLM simulator challenged students to pit their skill against a tractor with auto-guidance. Left: Groups had their photos taken against a "green screen." They could retrieve their photos, with a New Holland "New World" brand campaign background, online. Below left: Students lined up to try the virtual reality experience of driving a New Holland tractor or combine.

Photos courtesy of agwired.com



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NEW HOLLAND DEALER NEWS: PROGRESSIVE DEALERS

Creating Sales Opportunities through National Joint Powers Alliance Contract



Jeff Underhill, Vice President of **Westchester Tractor, Inc.**, New York, has been very successful at selling equipment through the National Joint Powers Alliance (NJPA) contract by providing education on this cooperative buying program. He says instructing Highway Superintendents on how to use NJPA to purchase equipment has noticeably increased sales volume and profitability at his dealership. "With some time spent learning about the NJPA and piggyback purchases, passing this knowledge on to municipalities will create immediate sales opportunities," he says.

Here is Westchester Tractor's success story:

"Highway superintendents are usually members of associations in their respective counties. These associations mostly include town, city, village and county superintendents. Most associations have monthly meetings either for a breakfast or lunch. At each monthly meeting, they ask vendors to speak about their company, their products and in our case, educate them about purchasing cooperatives and how to use them to streamline the purchasing process.

"We are members of as many as six associations of this type. To date, I have done three NJPA presentations to three different associations of Superintendents of Highways. Preparing for these presentations was as easy as ordering the documents and brochures from the NJPA cooperative.

"I called our representative at NJPA. Over the phone, he gave me baseline knowledge of how to present the process and mailed the appropriate supporting media. Since we are in New York State, we also ordered documents from New York State Office of General Services showing their law pertaining to 'piggybacking' and co-operative purchasing.

"My first presentation to one of our county associations (which just happened to have the town supervisors in attendance) went over so well I was promptly invited to a neighboring county's luncheon to do a presentation for them. I started doing these presentations in 2014, and now that the associations are educated on the process, the opportunities are flowing in.

"During my presentations, I talk about the products we sell that are on the NJPA program list. I find it's important to point out that New York State uses NJPA as their purchasing vehicle. It makes the municipalities feel more comfortable. They think, 'If the state is doing it so



Jeff Underhill, Vice President of Westchester Tractor

can we.' This year to date, we have sold as many as 10 New Holland Ag and Construction products as well as other brands that are NJPA-approved."

How to become an NJPA member

Municipalities, townships, schools and other non-profit entities can join NJPA at no-cost and no obligation. Joining NJPA provides the opportunity to access competitively awarded nationally leveraged cooperative purchasing contracts.

As a municipal national contracting agency, NJPA establishes and provides nationally leveraged and competitively solicited purchasing contracts under the guidance of the Uniform Municipal Contracting Law.

Learn more!

For more information on the NJPA, please contact your Territory Business Manager, Government Sales Account Manager or visit the Dealer Portal Link: Wholegoods>Government Sales>National Joint Powers Alliance.



Here's How You Can SCORE MORE!

Look for the SCORE MORE! icon throughout *New Holland Dealer News*. Activities like these are eligible for points in the onPoint! Dealer Standards Program.

New Holland Welcomes New Brand Communications Manager

New Holland is pleased to announce Modesty Guarente as its new Brand Communications Marketing Manager, effective October 31, 2016. Guarente brings over fifteen years of communications and marketing experience to the role. She will oversee all brand, product segment and channel marketing communications.

"Modesty is an accomplished marketing manager, and it's an exciting time for her to join our team," said Chun Woytera, Senior Director of Marketing. "We're thrilled to have her expertise directing our communications and expect her to

elevate the exposure, engagement and momentum of the New Holland brand."

"Recent announcements like the autonomous tractor concept, have distinguished New Holland as the industry leader of innovative agricultural machinery and I'm very excited to join this company," said Guarente. "Coming to New Holland is almost like coming full circle for me. I was proud to grow up on a fruit farm with New Holland machinery and I'm now proud to be a part of New Holland's dedication to delivering inventive solutions to farmers and producers."

Ag Mechanics Competition Tests Students' Technical Skills at FFA Convention

Whether they work on equipment themselves, or rely on a dealer for their expertise, farmers know the importance of proficiency in ag mechanics. The FFA convention spotlighted this important skill set with a career development event for the future generation of ag technicians.

The ag mechanics contest tests both technical and agricultural mechanics skills. A team of three or four members must demonstrate their ability to work together while solving problems. During the event, members complete a written exam and demonstrate problem-solving and hands-on performance skills.

The contest is actually a two day event: the first day is dedicated to the team exercise and written test while the second day is a series of five individual events, including welding, electrical, machinery, environmental, and small engine sections. Students compete for both team and individual scores, and the combination determines the overall event winners.

New Holland and Case IH sponsored the machines used in the machinery portion of the contest, providing three FP230/FP240 units from New Holland, and three pull-type forage harvesters from Case IH. A 29P windrow pickup and a 3PN corn head were also on display for inspection by the students.

Contestants were challenged to select the correct length-of-cut sprockets and check the adjustment of the paddle-to-band clearance on the blower fan. In the written exercise, they answered several



Individuals and teams of FFA students from 42 states used teamwork and problem-solving skills in the ag mechanics competition.

questions related to the capacity of the machines and matching the base unit feedroll speeds to the selected header.

Teams from 42 states competed in this event this year, with the FFA team from Pennsylvania winning the team competition, and Kyle Timmerman from Ohio winning the first place individual honor in Machinery and Equipment.

Thanks to **Midwest Tractor Sales** in Illinois for providing the New Holland forage harvesters and transporting them to the convention in Indianapolis.

Operation Blue & Yellow Drive Training ‘Nailed it’



During the month of October, 235 dealers and New Holland personnel attended the **2016 Operation Blue & Yellow Drive**

product training in the fields surrounding New Hollands' North American Headquarters in Pennsylvania.

Three separate sessions offered multiple rotations of hands-on, in-the-field training experience. Products covered included tele-handlers, PowerStar™, compact and WORKMASTER™ tractors, compact track loaders, skid-steer loaders, compact wheel loaders, tractor loaders, tractor/loader/backhoes and the new Rustler™ utility vehicles. Although not physically present, students were also introduced to the features and benefits of the new upcoming mini-excavator line-up, available to dealers next spring.



New Holland and competitive skid steers were lined up for comparison during Operation Blue and Yellow Drive.

New products introduced

The NEW line of Boomer™ and WORKMASTER compact tractors were unveiled, including a larger Boomer 55 model being added to the line-up. The new offering of compacts features more powerful direct injection engines adding additional horsepower and efficiency. This new line of compacts is now available for order entry with the Q4 2016 order-writing program.

Also featured was the NEW L234, New Holland's largest skid-steer loader yet. With a rating operating capacity (ROC) of 3,400 lbs., dealers now have a unit to compete against others in the growing +3,150 lbs. ROC category. It has optional high flow hydraulics that deliver 38 gpm flow for plenty of power to attachments. It also features the new construction look with grey wheels and new decals. Finally, as many dealers have asked for, it has the optional lap bar for comfort and an added level of safety when operating. The L234 is available for order in the current order writing program.

Over 50 pieces of New Holland and competitive equipment were available to compare product offerings. Dealers were able to see first-hand how New Holland proudly stacks up against the competition.

In addition to learning about and driving the newest New Holland machines and competitive machines, dealers had an opportunity to tour the New Holland plant, home of our world-class round balers.

Finally, dealers interacted with New Holland management and marketing personnel at a dinner reception and during lunches, and networked with other dealers, sharing ideas and experiences for the future of the brand.

DEALER COMMENTS

Dealer feedback on the training event was extremely positive. Here are some comments from the participants:

"Training experience was great; trainers were very knowledgeable, answered all questions, knew the equipment very well, and now I feel more confident selling New Holland."

"Stick time was great! Was able to get on equipment that my dealers may not have in stock. Good job not PowerPoint-ing us to death! Enjoyed walk-arounds and hands-on."

"This was one of the best New Holland trainings I have been to. The pace was just right; presentations extremely knowledgeable. Good food, great hands-on. Competitive brands available. Thank you!"

"Pretty much nailed it with hands-on training and operating equipment of our competition and our own. You gave us all plenty of time to evaluate the products that were present. Also quite a fresh change with having a chief officer [Bret Lieberman] of the company go through the training with the ground troops!"

Operation Blue & Yellow Drive (continued)



Equipment of all colors dotted the fields adjacent to New Holland's North American headquarters as dealers and New Holland personnel took part in hands-on training and competitive comparisons during Operation Blue and Yellow Drive.

Coming Soon: A New Rustler™ Utility Vehicle

Dealers at Operation Blue and Yellow Drive had the opportunity to drive the new Rustler™ utility vehicle and met representatives from New Holland's new marketing partner, Textron Specialized Vehicles (TSV). Through an innovative marketing partnership between the two companies, TSV is developing the next generation of Rustler™ utility vehicles exclusively for New Holland dealers.

This "new from the ground up" Rustler™ 850 is packed full of performance, productivity and durability features that are sure to satisfy traditional agricultural-based customers in addition to attracting powersports and recreational enthusiasts.

"This provides an exciting sales opportunity for New Holland dealers," says Under 60 HP Tractor Marketing Manager Todd DeBock. "The growth of the utility vehicle market continues to accelerate and we want dealers to take advantage of the sales potential by offering a competitive UTV to complement the rest of our New Holland product line-up."

The new Rustler will be introduced to the public in February at the World Ag Expo in Tulare, CA, and the National Farm Machinery Show in Louisville, KY. Product shipments are scheduled for late in the first quarter of 2017.

The Textron Specialized Vehicles team will be contacting New Holland dealers with details on this exciting opportunity and how to become a Rustler™ dealer. **For information, contact Darryl Sarver, TSV Channel Development Manager at 706-284-8442.** See Dealer Sales Letter, U.S. No. 788, Canada No. 869 for details.



KEY FEATURES

- 62 HP EFI engine
- On-demand 4WD
- Electronic power steering (standard)
- Four-wheel double A-arm suspension
- 2,000-lb. towing capacity
- 1,000-lb. bed load capacity

Demos Popular at Green Industry + Equipment EXPO

The Green Industry + EXPO (GIE) is the premiere event for landscape professionals to see the latest in equipment, to attend industry-focused learning sessions, and to network with other professionals.

"GIE was great!" says Brad Wenger, one of the New Holland Construction marketing team members who staffed the New Holland display. "We launched the L234 skid steer at GIE and received lots of media coverage. We also displayed several other CE units on the show floor."

One of the most popular features for visitors was the large outdoor area of turf just outside the exhibition hall that was used as a product demonstration area.

"Along with an L234, we had a C238 compact track loader and a B95C backhoe outside in the demo area. Customers could dig dirt or use the B95C backhoe to collect balls and try and drop them into a basket using the backhoe bucket." Over 300 customers demoed New Holland equipment and received a free hat.



The New Holland display at the GIE+EXPO featured a range of New Holland CE equipment for landscape and turf management professionals. After seeing the equipment inside, visitors to the show could go outside to the demo area to try out many of the pieces of equipment that were also on display inside.

New Look for CE Equipment and New Lap Bar DIA



The CE line has a new, updated look with gray wheels and undercarriage and new decals. The lap bar DIA kit, which can be added to any 200 Series SSL/CTL, is now available. See your October 1 Price and Data pages for details.

New SSL/CTL Brochure & Sales Education Document

The NEW SSL/CTL full-line product brochure (NHC3614536), which includes the new L234, is now available. Also available is the Quality Improvement sales education document, Revised Version 2.0 (CON-10032-16.) Check them out in the New Holland Library under the "Light Construction" tab.



AMP! Digital Marketing Programs: ‘The biggest benefit is the exposure’



S.S. Equipment Assistant Controller Stephanie Mathews acknowledges that digital advertising can be intimidating to some, but she’s found that AMP! makes it easier. “I can tell you that our local John Deere dealer is using online advertising a lot, so we’ve got to get into the game.”

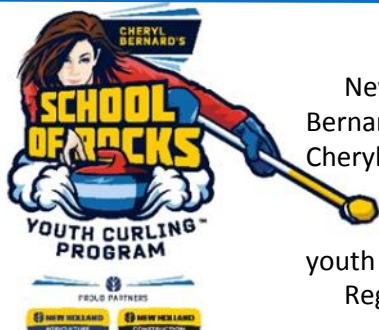
S.S. Equipment, with 10 locations in Washington and Oregon, started using the AMP! resources in January and has used automated social postings, subscriber lists, pay-per-click and dynamic local display.

“To me, the biggest benefit is the exposure,” says Mathews. She likes that you can see where your leads come from and she has seen an increase in “likes” on the dealership’s Facebook page. She also uses the shopper ads and appreciates that she can use the standard ad or pick and choose what she wants to create something more customized.

“AMP! digital marketing programs are really easy to sign up for, and you get to pick your budget,” she says. “You are eligible to earn points and we earned enough to get our enrollment fee reimbursed to us. Also, New Holland’s Regional Marketing Specialists and AMP’s Local Marketing Coordinators are very helpful, so if you’re not comfortable with something, you can just call them for help.”



Stephanie Mathews, S.S. Equipment



Youth Curling Program Rocks!

New Holland is proud to support Olympic medalist and TSN broadcaster Cheryl Bernard in her effort to promote the sport of curling to young people by sponsoring Cheryl Bernard’s School of Rocks Youth Curling Camp on November 19, 2016 in Medicine Hat, Alberta. With local support from the Medicine Hat Curling Club and **Robertson Implements**, New Holland is helping to introduce children and youth to the fun and fitness of curling securing a future for the sport.

Registration and more information can be found www.newhollandcurling.com.

Facebook Promotion Offers Tickets to NASCAR Race



Customers from **Messick Farm Equipment**, **Ag Industrial**, **Forrester Farm Equipment** (left to right) and **Rathell Farm Equipment** (not shown) enjoyed a NASCAR race at Dover International Speedway courtesy of New Holland as part of a Facebook promotion sponsored by their dealers. As the Official Agricultural Equipment of NASCAR, New Holland receives tickets for NASCAR races and promotional space at a number of race tracks.

65 Demos in One Day? That's a Skid Steer Rodeo



Ever try to do 65 demos in one day? **Franklin Equipment Superstore** in Groveport, OH, just pulled off the feat in a really fun and entertaining way. The dealership hosted a Skid Steer Rodeo with 65 participants and more than 300 spectators. The idea originally came from the New Holland Road Show holding a similar event held at the dealership in 2011. The dealership decided to replicate the event on their own in 2014. "Our customers have been begging for another one since then," says Breanne Gabriel, Marketing.

The dealership began advertising this year's rodeo in August and took applications online and in the store. Most of the competitors were customers or local construction industry members but also just people from the general public. Spectators and participants enjoyed food and drinks all day long and were treated to professional livestock rodeo announcer Joe Coalter, who announced New Holland's Rodeos for the finals in Louisville.

It was a great day for everyone. "The goal of the rodeo was to familiarize our customers and potential customers with the New Holland skid steers and essentially do 65 demos of the machines in one day," says Gabriel.



Left to right: Owners Tom Richardson, Gary Gabriel, Tony Repeta; Winner Kevin Steward, Jr.; Owner Troy Gabriel, and New Holland TBM Rich Egleston.

New Holland Hosts Customers from Japan

Territory Business Manager Tom Lano hosted a delegation from Kobe Bussan Eco Green Hokkaido, which cultivates 1,500 hectares (or nearly 3,700 acres) in Japan and is a subsidiary of Kobe Bussan, a major food processing company in that country. The dealership New Holland HFT Japan, Inc., recently sold the company two T7050 tractors and an FR9060 forage harvester. The delegation was interested in visiting a livestock operation and a potato farm and Lano's territory in Minnesota fit the bill.

With help from Minnesota dealers **Lano Equipment** in Norwood and **Trueman-Welters** in Buffalo, the group visited Mesenbring Holstein Farm in Norwood and Ewing Potato Farms in Big Lake.

"They seemed to really enjoy the tours and took pages of notes at both locations," says Lano. "We communicated through an interpreter. The most interesting thing was trying to explain manure management to them. We showed them by using a New Holland skid loader to move the manure and a spreader."



One of the places the New Holland customers from Japan visited was Ewing Potato Farms, where they enjoyed a tour of the operation and a lesson on how the Ewings plant, raise, harvest, and package potatoes for market. Territory Business Manager Tom Lano (far right) hosted the group on behalf of New Holland.