

# The World of New Holland

**Spring 2010 Edition**



**NEW HOLLAND**

AGRICULTURE

- **New Zealand's Strongest Farm Building Winner announced**
- **NEW T6000 Plus**
- **Combine Demonstration Programme Announced**
- **Customer Holiday Promotion Announced**



**Congratulations to  
Glen Carter of Te Puke**  
the lucky first winner of our  
**Win a Holiday Promotion**

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# Win New Zealand's Strongest Farm Building winner announced

New Holland, Fella, Lemken, JF-Stoll, Vaderstad and their dealers ran a nationwide customer competition during the month of June 2010 to 'Win New Zealand's Strongest Farm Building'.

The StrongBuilt 3-bay lean-to supplied by GoldPine was successfully used as the National Fieldays® headquarters for the New Holland and Norwood Agricultural Equipment teams during June.

Taranaki contractor Jason Holdem was absolutely rapt when his local dealer, Mark Sanger of Norwood Farm Machinery Centre in Hawera popped in to tell him he had won a shed. Earlier that week Jason had asked "have I won my shed yet"!

Jason is pretty sold on New Holland machinery. He grew up with New Holland tractors and worked as a mechanic for C B Norwood Distributors Ltd for seven years before starting Holdem Contracting Limited which he runs from his home in Hawera. Holdem Contracting specialise in round and square hay and silage bales and direct drilling.



Jason has operated a BR740 round baler for the past six years. He also has a BR750A round baler, which has done three seasons, a BB940A big square baler and a New Holland 376 conventional baler.

In addition, he owns six New Holland tractors – a TG285, a TM175, a TM155, a TSA125, a TSA110 and an M100.

Jason has a range of Fella mowers, tedders and swathers in his equipment fleet and says they are an important part of his operation. His most recent purchase was a Vaderstad drill.

The draw was conducted by a Palmerston North Police Officer at the Head Office of C B Norwood Distributors Ltd.

*(From left) Paul Southgate (Norwood Agriculture Equipment); Jason Holdem (Holdem Contracting), Mark Sanger (Norwood Farm Machinery Centre, Hawera) and Geoff Taylor (GoldPine)*



# New T6000 Plus

## *The Perfect Loader Tractor*



Looking for the perfect tractor for your livestock and dairy farm? Looking to reduce running costs, increase productivity and convenience and enhance operator comfort? Look no further than the new New Holland T6000 Plus range from 101 to 141 hp, featuring all the ideal ingredients to deliver great improvements in all of these areas: your farm included!

### **Lowest running costs**

The five new T6000 Plus models use either a 4-cylinder turbo/intercooled (T6010 Plus turbocharged only) or a 6-cylinder turbocharged/intercooled, mechanically-fuelled engine. They boast the industry's longest service interval: Using approved conventional engine oil the service interval stretches out to 600 hours while an exhaust aspirated pre-cleaner lengthens air filter life.

### **Increased productivity**

Hydraulic output is critical to gain optimum performance from a loader. While other tractors only use a single hydraulic pump for all the tractor services, including steering, the T6000 Plus models include a dedicated steering pump which means the loader cycle time is always maintained even when turning, giving unmatched loader efficiency. Twin pumps deliver unbeatable hydraulic flow, of a massive total vehicle oil flow of 120 L/min, maintaining the fastest loader cycle times.

### **Enhanced comfort**

The operator of a T6000 Plus sits on a comfortable air seat in the quietest cab in its class at just 70 dB(A). Even cab

suspension is available as a factory fit option. With only four pillars in the air-conditioned cab, just 9° of vision is obscured from the all round view, greatly benefiting safety around farm buildings. The roof visibility panel takes the neck ache out of loading into high trailers.

### **Increased convenience**

The low overall height, just 2.74 m on 18.4 R34 tyres, means that access to low buildings won't be a problem and the single piece lift-up engine hood allows total engine access even with loader side frames which means no side panels to hinder servicing on the T6000 Plus.

### **Loading in the ideal gear**

The purpose designed cab is ideally suited for front end loader applications, with features like a high visibility roof glass, while a memory power shuttle places you in your ideal gear ratio. The tractor remembers your last forward/reverse gear selected, avoiding any manual shifts or fuel slurping engine revving.

### **More loads per minute**

The simple result of these combined features on the T6000 Plus tractors deliver more loads per minute. FastSteer™ can be fitted as an option; allowing the operator to obtain a lock-to-lock turn by only moving the steering wheel a few degrees.

## New Holland *technology and comfort* impress busy Wairarapa team

The crew at B & B Contracting 2006 Ltd love their New Holland T7070 Auto Command™ tractor and CX8040 combine harvester. They say the superior comfort and spaciousness of the New Holland machines significantly reduce driver fatigue.

B & B Contracting is owned by Sandy Bidwill, Richard Blundell and Jacob Hawkins. The Featherston-based company offers a full range of cultivation, hay and baleage, and fine-chop services. B & B Contracting works in with other contractors to provide the latter two services.

The business purchased the T7070 just a few weeks ago and driver Tim Linton says it's the first New Holland tractor that B & B Contracting has owned. "One of the big decisions was the dealer, which makes quite a difference. We like the service and attitude from Norwood Farm Machinery Centre, Masterton," he says.

However, it was the high-tech features of the T7070 that was the big selling point. In particular Tim singles out the Auto Command transmission. Developed for FR9000 forage harvesters, Auto Command offers the choice of manual, automatic and cruise control. "Auto Command has been a long time coming in the tractor – there's been a lot of talk about it," Tim says. "We've been very impressed with it so far.

"We also like the size of the T7070. It's quite a compact tractor with big horsepower at 225hp, with power boost to 250hp. But it's still quite a small manoeuvrable tractor and it's good for baling and pulling the 6.0m drill that we've got. "We also use it for a bit of ploughing and 5.0m power harrowing. It pulls really well. It's pretty good on the plough and it picks up the power harrow well. It has good lift capacity."

Tim says all the controls in the cab are close at hand and located in a logical position. "It's very comfy and very smooth on the road and in the paddocks. You don't get much driver fatigue from it."

B & B Contracting purchased the New Holland CX8040 combine over a year ago, and the staff have been equally impressed with it. They chose the CX8040 after hearing good reports on the machine from other operators in the area.

Tim, who is from England, had also driven New Holland combine harvesters back home and was keen to try them in New Zealand. "They're a lot nicer to drive than other machines. Everything is at hand, and the yield monitoring is far more advanced in New Holland, compared to other brands," he says. "It's so advanced that places like Poland and other European countries use the yield meter as legal tender. That's how accurate it is."

B & B Contracting has used the CX8040 for cutting wheat, barley, peas and chickpeas. "It was really good in all crops and is easy to clean. When you're changing varieties of crops it's easy to clean it out and get rid of any traces of grain. We have another combine, and it's quite difficult to get all the grain out of it," Tim says.

"Another big factor is that it has a straw chopper on the back. It means that if the paddock of straw is not very good you can get rid of it, and incorporate it into the ground so you're building on your organics."

The New Holland CX8040 is fast and economical to run and is also roomy and comfortable. "The space in the cab is really what sells them as well. The cab is so massive and the driving position in the combine is so comfy you can drive it all day long and not get backache or fatigue because there's so much space around you."

*From left: Jacob Hawkins, Aaron George (Norwood Farm Machinery Centre, Masterton), Richard Blundell and Tim Linton with B & B Contracting's new T7070 Auto Command™*





## New entrant driver scores tractor pull victory with New Holland

Norwood Farm Machinery Centre Field Technician Todd Fletcher was named the winner of the weight transfer Tractor Pull competition at National Fielddays® in June, despite having not spent as much time behind the wheel of a tractor as some of the other competitors.

This is the first year Todd has entered the competition but it was not his first top showing. He came second in the Central District Field Days tractor pull event in March. No one was more surprised by his success than Todd himself. "I'm a town boy. I haven't done a lot of tractor driving and I didn't go there expecting to win. I haven't had a lot of experience in tractor pulling contests," he says.

Todd has been a Technician with Norwood Farm Machinery Centre, Palmerston North, since he started his apprenticeship nine years ago. He decided to enter the Central District tractor pull after another entrant pulled out.

"Nick Eames is a contractor here and I used his tractor. He entered in the Central District Field Days but he couldn't drive it because he had a wedding," he says. Todd drove Nick's New Holland T7060 in the weight transfer section, which is the newest addition to the popular National Fielddays® tractor pull competition in many years.

In the weight transfer competition, the tractor's pull weight starts off as rolling weight centred over its wheels and then it is progressively transferred onto a sled. This continues until the pulling can no longer make forward progress. The tractor that pulls the longest distance is the winner.

This differs from the previous aim of being the fastest and requires a whole different style of set up and driving skill. A world-first hydraulic weight transfer sled was built for the competition two years ago. Weight transfer tractor pulling is extremely popular in Europe, America and Australia.

Todd spent some time setting up the T7060 before the event, ensuring its weight and tyre pressures were correct. There were different weight options in the competition, with Todd working to get the weight of the tractor as light as possible, at around nine tonnes.

*Above: Todd competing at the Central Districts Field Days*



"I had the tractor down at the workshop for a couple of weeks. I'm really biased towards New Hollands as they're a good tractor. You can just hop in and drive them," he says. "The T7060 is a mid-range tractor. At 213hp, boosting to 238hp it's not the smallest or the biggest in the range."

Todd won a Suzuki motorbike and a cash prize. He thanks Nick Eames for lending him the tractor and Norwood Farm Machinery Centre in Palmerston North for transporting it to Mystery Creek.

Tractor owner Nick Eames was happy with Todd's result on the New Holland T7060 he uses in his full cultivation business, Eames Ag Contracting Limited in the Beaconsfield Valley, north of Feilding. Nick entered his first tractor pull contest last year and enjoyed the event. "I was pleased for Todd. He set the tractor up and put time in and did his homework and he did it very well," he says.

Nick is also more than happy with the T7060 tractor, which he's had for three years, saying he has a great relationship with his local dealer, Norwood Farm Machinery Centre in Palmerston North.

# FIELDAYS® 2010



# FIELDAYS® 2010





## ready to harvest!

### DEMO PROGRAM

In a small city called Zedelgem in Belgium, more than 100 years ago, Leon Claeys built his first grain threshing machine. In 1952, the first self-propelled combine harvester was built in the same place. And today, the New Holland CR9000 series combine harvester is still designed and built in the same place.

The Zedelgem site is the “New Holland Centre of Excellence for Harvesting Equipment”. The new CR9000 models are built in this high performance manufacturing facility by dedicated people who know what total customer satisfaction means, both in terms of harvesting performance and on-the-job reliability.

New Holland is this year celebrating having been building rotary combines for 35 years and to help celebrate this milestone, we are running a demonstration program for the 2011 grain harvest season. We have a CR9080 Elevation combine available for demonstration and evaluation purposes, giving you the opportunity to experience for yourself the unrivalled throughput and comfort of the CR9000 series rotary combine from New Holland.

No other combine harvester matches the capacity of the New Holland CR9000 models. Pure Rotary Breed describes the threshing and separation process. A unique Twin Rotor concept using repeated agitation of the crop by the segmented, staggered and spirally mounted rasp bars and separation slats creates continuous separation. By dividing

the crop into halves, the Twin Rotor concept evenly spreads the crop over the two rotor surfaces. High centrifugal forces caused by the smaller diameter fast spinning rotors throws loose grains from the ear with the remainder removed gently by a process known as grain-on-grain threshing.

Once threshed, the new, best-in-class, Opti-Clean™ system easily copes with the high throughput by optimising the stroke and throwing angles of each of the main cleaning components. The opposing motion of the grain pan and bottom sieve to the pre-sieve and top sieve reduces overall machine vibrations increasing operator comfort while at the same time giving the cleanest grain sample. Self levelling is standard helping ensure maximum capacity and the cleanest sample even on slopes up to 17°.

The Pure Rotary Breed Twin Rotor system also offers outstanding straw quality. The gentle action of the rotors together with the grain-on-grain threshing system preserves the structure of the straw like no other rotary or hybrid combine can. The exclusive Twin Rotor System eliminates the need for a drastic change of speed and direction which results in the straw maintaining its structure, reducing straw breakage and leaving high quality straw that is ideal for baling.

**If you would like to see how the CR9080 Elevation combine performs on your farm, please contact your local New Holland combine dealer for more details.**



# New Holland celebrates 35-Year whirlwind journey of 'Breakthrough' Twin Rotor™ Combine



What was recognised in 1975 as a historic New Holland “breakthrough” in the mechanisation of agricultural technology was celebrated in March 2010 for reaching a new milestone. More than 1,000 current and retired employees gathered for a ceremony at the Grand Island, Nebraska manufacturing plant where the revolutionary New Holland Twin Rotor™ combine technology whirled its way through 35 years of growth.

The TR™70 model was the first combine to use rotary technology to separate grain. Today, the world’s largest combine, New Holland’s CR9090 Twin Rotor combine model has earned a place in the Guinness Book of World Records for harvesting the most wheat in an eight hour period.

### 35 years of technical advances

Introduction of the first Twin Rotor combine, the model TR70, further enhanced New Holland’s long-standing reputation for its industry-leading concepts that have historically reduced production labour while increasing the quality of agricultural crops. Hailed for its success in significantly improving the traditional method of threshing grain, the New Holland Twin Rotor system used centrifugal force to separate the grain. This system reduced crop damage and losses while improving harvesting speed and capacity.

From this beginning in 1975, New Holland has continued to apply new concepts and technologies to the Twin Rotor

*A delegation of current and retired employees from the Grand Island, Nebraska plant assemble in front of 35 years of history, from the New Holland Model TR70, first produced in 1975 (rear left), to the New Holland CR9080, one of the current models produced in Grand Island.*

combine, ushering in the newest models, the CR9065 and CR9090.

New for model year 2010, New Holland’s 463hp CR9065 combine is the latest Twin Rotor model to be made at the Grand Island facility. It delivers increased power and productivity in a small-frame combine. This extra horsepower provides excellent power for unloading on the go, for spreading and chopping crop residue, and allows the operator to maintain ground speed in hilly and soft soil conditions and while unloading on the go.

The CR9090, made in Zedelgem, Belgium, made its North American début in November 2009. Recognised by Guinness World Records as the world’s highest-capacity combine, the 591hp CR9090 boasts market-leading power from the latest turbo compound engine, a 1160 litre fuel tank and technology fully compliant with B100 biodiesel usage.

The CR9090 also applies the latest generation of Twin Rotor technology that includes a higher maximum rotor speed allowing an even higher capacity of crop to be processed.

# New Holland Agriculture announces *Tier 4A solutions*



As the Clean Energy Leader, New Holland has been pioneering the use of biodiesel in agricultural machinery since 2006 and is currently researching the most advanced technologies. The brand developed the award winning NH2™ tractor, the first to use hydrogen fuel cells and the Energy Independent Farm concept, exploring ways to enable farmers to reach zero emissions and energy independence in the future.

In the meantime, Tier 4A emissions regulations will become a legal requirement in 2011 for medium and heavy-duty engines above 174hp (130 kW). Once again, New Holland intends to be at the forefront of the industry with ingenious solutions that make farming easier and more efficient while respecting the environment.

“We believe that a one size fits all approach just won’t work in modern farming,” explains Pierre Lahutte, Director of Global Marketing and Communication for New Holland Agriculture. “We are committed to integrating the best available engine technology for every machine and operation.”

So, New Holland has adopted Selective Catalytic Reduction (SCR) technology for machines with engines above 100hp and Cooled Exhaust Gas Recirculation (CEGR) for engines below 100hp.

These solutions have been developed in partnership with Fiat Powertrain Technologies who are the environmentally

*Tier4A emissions regulations will become a legal requirement in 2011 for medium- and heavy-duty engines above 174 hp (130 kW)*

friendly engine pioneers. They have already produced over 100,000 Cursor and Nef engines that effectively use SCR technology.

Throughout this process, the technology has been continually developed and refined. This has resulted in a reduction in operating and maintenance costs, while increasing productivity and meeting emission requirements at a competitive price.

SCR is an after treatment system that’s separate from the main engine function and does not compromise horsepower or torque. It does not interfere with engine performance, but actually improves it.

The SCR system uses a catalyst that treats the nitrogen oxides contained in the exhaust gas with an odourless mixture of chemical urea and purified water, transforming them into harmless water and nitrogen. The system is easy to use and simply requires the operator to fill the additive tank. The additive will be available through an extensive distribution network and can conveniently be stored on the farm.

“SCR will be further developed to guarantee our customers the most reliable, cost effective and state of the art products when future, ever more stringent emission regulations are introduced for the agricultural industry,” says Pierre Lahutte.

“By using SCR technology beginning in 2011, New Holland has invested in research and development now that will be invaluable in helping us to achieve final Tier 4B requirements. Having compliant technology now allows us to keep our research investments focused on developing the next generation of agricultural machinery that will redefine the efficiency, comfort and performance that farmers demand.”

# As his business expands, the New Holland tractors get bigger

You could never accuse Cory Mehrtens from Mehrtens' Contracting of being a slow starter: He was self-employed by the time he was 17. Initially it was as contract labour around Hari Hari and then Hokitika but slowly blossomed into full-time contracting.

His first investment was a New Holland TS90 tractor with a Quicke loader. Cory bought it when the farm he was working on was sold. "It had been reliable and still is. I've stuck with New Holland for the service. If I'm looked after, I keep going back." That great service is from Westland Farmers and their contract mechanic Tractor and Diesel Tech.

In 2004 Cory bought 58 acres of swampland. He farmed moss off it, but little else until 2005 when he bought his first digger and started developing.

Cory planned to trade in the TS90 for a bigger tractor in 2007. When he saw what it would cost to get a loader on the new tractor, he decided he was better off having an extra tractor. It was an easy decision to stay with New Holland. He bought a TVT135 to pull the gravel trailer for the developments as well as his new mower. The TVT has duals and is fully ballasted with water in the tyres. It has an auto controller



joy stick. Cory says it took a while to get used to it but he now finds it very easy to use.

Business kept expanding. Cory mowed for silage contractors and bought two more diggers for dry hire as well as his own work. He converted his swampland into a subdivision and bought more land for further development.

He bought an agricultural contracting business from a retiring contractor in 2008. "Getting the new business gave us access to a bigger client base. To make the operation more efficient he upgraded to a new combi baler/wrapper. That's been a good move."

The next plan is to offer pit silage. In anticipation of getting a silage wagon, Cory bought a New Holland T7050 Auto Command™, last January. It's now the baler tractor and performing well, with 196hp and power boost up to 240hp. It has an Auto Command™ transmission which offers the choice of manual, automatic and cruise modes. Cory says the T7050 is quiet and smooth, and once you get the hang of it, very easy to operate.

"Both the TVT and the T7050 have Terraglide™ front axle suspension. It does make a huge difference to comfort and believe it or not, traction. You wouldn't spec a tractor without it."

The T7050 cab has awesome visibility with no side pillars – just a big glass door, which also makes access a dream but can be hard to shut at times because it catches so much air when being shut.

Cory says lower payments over the past two seasons have made business difficult. This year farmers are still being careful but the prospects are looking good.



## Dutch brothers *passionate about New Holland*

Five brothers from Holland are meticulous with their New Holland tractors. The brothers operate a large-scale contracting operation, all five are fanatical about New Holland.

The way they are so meticulous with their machines is very special. Even though one of their main applications is slurry transport and injection of slurry, their machines and buildings are so clean, it is amazing! No dirty boots....

All machines are kept in showroom condition, no easy task when you own:

- 5 x New Holland 70-series tractors
- 3 x New Holland T8 tractors
- 2 x New Holland FR9050 foragers
- New Holland CX820 combine
- New Holland BB960 large square baler
- New Holland BC5070 small baler
- New Holland FX60 forager
- New Holland FX450 used as a self propelled mower
- Ford Super Major, and a 2000, 3000, 4000 and 5000.

The company also rent a New Holland TM190 from their local New Holland dealer, also in immaculate condition.

The brothers completely restored and recently repainted the Fordson Super Major, Ford 2000 and 3000.



*Above: The brothers 19,700 hour 8670A. This is an amazing amount of hours for a tractor (something like 1,000,000 km's on a car) and the tractor looks like brand new!! And, the tractor had no major problems in its life so far!!!*

*Below: A line up of show-room ready New Holland tractors.*



# Waikato Demonstration Day



Norwood Farm Machinery Centres, Morrinsville and Te Awamutu put on a ride and drive demo day at Matangi in early September to showcase New Holland tractors and various machinery brands. The ground conditions were challenging with rain almost every day leading up to the event however the rain stayed away on the day. People turned out in their droves to get the chance to get behind the wheel of some of the best tractors New Holland has to offer. Everyone left happy with a good impression of the latest from New Holland.

## New Holland visits kindy

Giltrap Farm Machinery Ltd recently held a tractor display day at their local kindergarten in Otorohanga. A T5050 was driven to the kindergarten for the kids to look at and sit in. A technician was on hand to answer all of the technical questions asked by the kids such as “what does this do” and “what will happen if I pull this”



Left: Pictured is Thomas Giltrap (sitting) and some friends with the New Holland T7500 pedal tractor donated to the kindergarten by Giltrap Farm Machinery Ltd.

### New Holland Supports the Waikato Breast Cancer Trust

This year New Holland offered a draw for a pink pedal tractor on their stand at the National Fielddays®.

Entry was via gold coin donation, the donations went to the Waikato Breast Cancer Trust. The Trust's challenge with the help of others is to stop the disease.

New Holland saw donating the pink pedal tractor as a way of helping the Trust with the fight by raising as much money as possible during the four day National Agricultural Fielddays®.

The use of pink tractors (whether it's a kids pedal tractor or a real tractor as seen in Australia) is not a new concept for New Holland. Over the years New Holland have run many campaigns in support of Breast Cancer Awareness throughout Australasia.

**The winner of this year's pink pedal tractor was Nancy Petrie of Rangiora.**

*Pictured is Warren Longman (Parts Manager, Norwood Farm Machinery Centre Te Awamutu) and a representative from the Waikato Best Cancer Trust drawing the winning entry.*



# Contractors rely on New Holland from start to finish

Whanganui contractors Colin and Michael Davidson have run a large fleet of New Holland machinery for many years and say the brand can't be beaten for reliability. Colin has operated Davidson Contracting at Westmere, Whanganui, for 42 years. His son Michael joined the business about 15 years ago. Davidson Contracting is a family affair, with Colin's wife Veronica working as a relief tractor and truck driver when needed.

The business offers a full grass service, including baleage, hay and straw, from mowing through to carting and stacking in the shed.

Davidson Contracting has been using New Holland gear for 15 years and today owns a fleet of New Holland tractors and balers. "I've had just about every different type of tractor and baler there is," Colin says. "We've had a great run out of the New Holland equipment, and the sales people at Norwood Farm Machinery Centre in Palmerston North are excellent. Their backup and service can't be faulted."

Colin has owned a New Holland 8560 tractor for 12 years and today uses it primarily to drive their BB940 big square baler, as well as occasionally pulling a large cultivator. Michael says it's been a reliable tractor that was a good investment by the business. "It's done about 4500 hours and we've got no plans to trade it in."

The Davidsons bought a New Holland T6020 Plus tractor with a T8 loader less than a year ago and say they are pleased with the combination. The tractor has been doing round baling and mowing with a bit of cultivating and reversible ploughing.

They also like the New Holland TS100A tractor they bought two years ago, saying it's a quick trac-

tor for loading trucks and trailers. "The TS100A is very nimble," says Michael. "You can do anything with it. It's a relatively short tractor but for the horsepower it's a brilliant piece of equipment."

Colin purchased his BB940 medium square baler six years ago, and it's made about 42,000 bales since. "It's a good all-round baler and it makes good bales. It does everything we want and the clientele are very happy with the bale size," he says. "The BR740 round baler is the same. We've had it four years. We'll keep the round baler for another few years but we are changing the big square baler to another BB9060 model."

Michael agrees that New Holland is a great brand offering a range of top-quality machinery. "I would rate it as top machinery – I can't fault anything on any of them. They're world renowned and the backup service, from sales right through to service and spare parts, is 100 percent," he says.

"The machines are good for maintenance, and if I have any problems I ring the service department at Norwood Farm Machinery Centre in Palmerston North. I'm back up going once the phone call has ended."



# WIN A HOLIDAY

**PS: It's not compulsory  
to take your New Holland  
machine on holiday,  
just take your partner.**

**Congratulations to Glen Carter of Te Puke, our first lucky winner**

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### We'd love to hear from you.

If you have a snapshot, comment or suggestion of something you'd like to see in the newsletter then please let us know.

You can either post your comments to: New Holland Club  
C B Norwood Distributors Ltd, Freepost 255  
P O Box 1265, Palmerston North

or send them by email to: [newhollandclub@norwood.co.nz](mailto:newhollandclub@norwood.co.nz)

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