

# The World of New Holland

Summer 2009/2010 Edition



**NEW HOLLAND**

AGRICULTURE



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- **T7000 Auto Command™ Tractors Receive Awards**
- **Operator Tips Included**
- **Christmas Colouring Competition**

# T7070 Auto Command™ tractor wins the 2010 Tractor of the Year® award along with the Golden Tractor for Design award

New Holland's new T7070 Auto Command™ tractor has been awarded the prestigious title of Tractor of the Year® for 2010 at Agritechnica, the most important European show for agricultural machinery and equipment in Hanover, Germany. This new tractor with its continuously variable transmission was also bestowed with the "Golden Tractor for Design" award which recognises design excellence focusing on ease of use and operator comfort.

This extraordinary pair of awards for the T7070 Auto Command™ adds to the Tractor of the Year® and the "Golden Tractor for Design" for 2008 obtained by the T7060 Power Command™ at the 2007 Agritechnica, making the T7000 Series not only the most awarded line of tractors in the 13 year history of this award, but also the winning choice for every type of customer.

Awarded by a jury of 20 journalists from the most important agricultural publications in Europe, the Tractor of the Year® award crowns the open field model that is able to combine all the benefits of innovation, productivity, comfort, economy and ease of use; all of which are necessary for a leading tractor in modern farming.

The Tractor of the Year® 2010 title earned by New Holland's T7070 Auto Command™ recognises the exceptional teamwork that has not only been made by New Holland Agriculture and by the entire Fiat Group, but also by the customers who have contributed to its development with their invaluable input.

Built in New Holland's Basildon facility, the five models from the T7000 Auto Command™ Series are powered by a new NEF engine, with between 167 and 225hp that can run on 100% Biodiesel, and completely developed by Fiat Powertrain Technologies of Turin, Italy. The new generation Auto Command™ continuously variable transmission is, instead,

the result of the manufacturing experience and continuous research at New Holland's Antwerp plant in Belgium.

The Fiat Style Centre in Turin played a key role in the tractor's ergonomic design and the styling of the new SideWinder™ II console, which allowed the T7070 Auto Command™ to obtain the "Golden Tractor for Design" award. This armrest is the result of a process carried out by customers, and for customers, including the CommandGrip™ control lever and the monitor with Intelliview™ III touchscreen display. This is the first monitor available on the market which integrates the tractor and implement controls, as well as the autoguidance system. They have taken inspiration from New Holland's multiple award-winning harvesting machines: the FR9000 forage harvester and the CR9090 combine, both manufactured and developed at New Holland's Zedelgem Excellence Centre in Belgium.

"The victory of the T7000 Auto Command™, and the entire T7000 Series, along with the three medals awarded to New Holland by the Deutsche Landwirtschafts-Gesellschaft (DLG – German Agricultural Society), already makes this year's Agritechnica very memorable," said Carlo Lambro, Vice President of New Holland Europe. "If we add these awards to those won in France at the beginning of the year at SIMA, at the forthcoming SITEVI show and at Agribex in Belgium, we get a complete view of how our commitment to making farmers' daily work easier is providing good results: today at the fair and tomorrow in the field."

See page 5 for the award-winning Side Winder™ II feature focus.





# Sticking with New Holland *pays off* for Otago contractor

Otago farmer-contractor Wayne Pilgrim has plenty of good things to say about the New Holland machinery he has purchased during the past few years. Wayne's fleet of machinery includes a New Holland BR7070 variable chamber round baler, a BR740 baler and three New Holland tractors – a TG210, a TM150 and a TM140.

His business, West Otago Contracting offers a full range of agricultural services including ploughing, rotor spiking, drilling, baling, grain harvesting, and hay and grain sales. Wayne also owns an 80-hectare farm at Heriott, where he produces baleage and feed for dairy farmers.

He purchased his New Holland BR7070 baler this year. Wayne says "This is my fourth New Holland baler. I've got another New Holland baler – a BR740. I looked at other models before I bought the new BR7070 but I went with it because they gave me a good deal and I get excellent back up service from Southland Tractors Ltd in Gore."

The new BR7070 baler offers a range of high-spec features, including a combination of rollers and belts to produce the best bales. The rotor cutter has 15 sets of three double tines that feed the crop through a row of 15 knives. Thanks to the

exclusive 'W' tine pattern on the rotor, the crop gets evenly distributed across the entire bale chamber width.

The new windguard designs for the BR7070, including the flow sustaining flexible windguard, contribute towards producing the perfect bale by ensuring an even well-controlled crop layer.

Wayne mentioned a new feature of the baler that he particularly likes is the close location of the large rotor and pick up. "That's a big difference compared with the BR740. It means better flow through and less blocks," he says. Wayne has already made about 2,500 bales with his new BR7070 and says it is great to operate and easy to maintain.

He is also a fan of his New Holland tractors and has had his TG210 for three years. "It's an excellent tractor. All the drivers like driving it and it's a fight for the seat. It's used for ag work and baling and goes on the combo."

Wayne has owned his New Holland TM150 for five years and his TM140 for two years. "The TMs are good – they're a great smaller tractor. I have SuperSteer™ on all tractors and I wouldn't go away from that now," he concludes.





# A journey in search of the T7000 Auto Command™



A range of tractors with a new transmission at its heart that, together with the innovative multi function handle, offers a smooth seamless application of power with utmost ease of control and efficiency to keep fuel consumption at a minimum.

Take off with us on a journey in search of the new T7000 Auto Command™. Discover the cab and touch screen functions that make a farmer's job even easier and more comfortable.

But first, some technical information to introduce you to New Holland Agriculture's latest tractor.

*Designed by users, built by New Holland. The Horizon™ cab meets the maximum standards of quality. Offering excellent user-friendliness, it has been designed to fit the operator's needs - every single function and detail has been designed according to the operators' requirements.*

## The transmission system

The T7000 Auto Command™ range focuses above all on comfort and ease of use to ensure farmers get the maximum yield from their investment. This is why the new continuously variable transmission – a second generation technology – has been improved to exploit the new, more powerful engines to the maximum. It is available in two Eco versions that can reach speeds of 40 km/h and 50 km/h at low engine speeds (1,450 and 1,550 rpm, respectively). Thanks to its excellent fuel efficiency, the T7000 Auto Command™ range offers top performance in transport applications.

The continuously variable transmission combines both mechanical and hydrostatic components and is optimised to maximise mechanical efficiency according to engine load, engine speed and vehicle speed, to ensure the minimum amount of fuel is used during any task.

The operator simply selects the desired working speed and Auto Command™ will automatically adjust engine speed and transmission setting to achieve the most efficient performance.

## Four operational modes

Auto Command™ has four different operational modes: automatic, cruise, PTO and manual. In the default automatic mode, the operator controls tractor speed using the CommandGrip™ multifunction handle or foot pedal, while the Control Logic sets the most fuel-efficient engine speed. Cruise mode extends this function by accelerating to and maintaining a set speed. The PTO mode will adjust forward speed to maintain an accurate PTO speed.

In manual mode either the foot pedal or hand throttle controls engine speed and the multi-function handle is used to change the transmission ratio.



*The CR9090 Elevation (above) and the FR9000 (below), the machines from which the most cutting-edge technology in the T7000 Auto Command™ Series is derived*



# Sidewinder™ II: everything under control

Multifunction CommandGrip™ handle from the FR9000 Forage Harvester - Push forward or pull back to change speed or direction. The CommandGrip™ handle always returns to its central position so it is in the perfect position for easy access to key operating functions

EDC (electronic draft control) mouse - You can choose the position of the EDC mouse and hydraulic joystick from the factory to suit your needs

Electronic remotes - Easy to reach paddles provide fingertip hydraulic operation. Flow and timing can be quickly adjusted through the IntelliView™ III touch screen

Electronic Sidewinder™ II adjustment - Move the armrest to the position that suits you

Full access to further advanced controls under the padded armrest

IntelliView™ III - Pioneered in CR9090 combines, the IntelliView™ III touch screen provides quick and easy access to all key functions and integrated IntelliSteer™ guidance system

Multifunction joystick - The joystick can be set to operate a front linkage, or remote valves

Integrated Control Panel - Simple push button interface to select key tractor functions

## CommandGrip™: at your fingertips

Rear linkage raise and lower

Activate IntelliSteer™ system - Push button to engage automatic guidance system

Powershuttle switch - Fingertip direction change

Target speed adjustment - Set a target speed to match your exact needs

Target speed selection - Allows you to change between three target speeds

Cruise control - Auto Command™ transmission automatically optimises performance

Electro hydraulic remote controls - Fingertip control of two remote valves

Headland Turn Sequencing and engine speed management control



# OPERATOR TIPS

The T6000 Power Command™ Series and the T7000 Series tractor have two transmission auto shift functions to automatically change gears according to parameters set relating to changes in engine speed. When in Auto Transport mode, the default Lowest Auto Gear (LAG) is 7th. At times this gear may be lower than is necessary so to save time shifting through all gears, a higher start-off gear can be selected. Setting the lowest auto gear is set up using the following method:

## SETTING THE LOWEST AUTO GEAR (T6000 Power Command™ and T7000 Series)

### With the key off



Move the shuttle lever to the forward position



Press and **hold** the Auto switch and turn the key on (do not start)



Release Auto switch. Opt will be shown in the centre display



Press the H or M button to select Opt 2



Press the H or M button to select the new 'LAG' between 7th and 12th



Key OFF



Pause for 2 seconds



The LAG set by the operator is memorised in the tractor memory until the operator decides to make a change using the method above. Where a situation demands, ie moving off on a steep hill with a fully loaded trailer, a lower start off gear than the one programmed may be required. In this instance, the tractor will move off in the LAG but will quickly downshift to a lower gear for acceleration. Once moving, the tractor will upshift again. This will not affect the LAG setting. If the tractor is brought to a halt by depressing the clutch pedal with a gear below LAG currently engaged, then the tractor will move off in the same gear when the clutch pedal is released. As the speed increases the transmission will automatically upshift and the LAG setting will not be affected.

# OPERATOR TIPS

Another feature on your tractor is the 'Go To' mode. The 'Go To' system can be programmed to downshift to a lower gear below that of the working gear whenever the implement is raised. This feature can be further enhanced by selecting the Auto Field function whereby the tractor will also automatically upshift again on lowering the implement. The following method is used to set the 'Go To' gear:

## GO TO MODE SELECTION (T6000 Power Command™ and T7000 Series)

With the engine running



Press and **hold** Auto switch until finished



Quickly press the fast raise switch momentarily



Your current gear and the Auto symbol are displayed



Press up or down shift to select the desired Go To gear eg downshift to 4th



Selected Go To gear flashes



Release Auto switch

Taking a little time to make these settings can save a lot of time in the paddock, along with increasing the efficiency of the tractor, ultimately saving you money.

These operator tips are not intended to replace your tractor's Operators Manual, for full details on all your New Holland tractor's functions, please consult your Operators Manual or speak to your New Holland dealer.



# Keep your old tractor running with *Gold Value* Parts from New Holland



A tractor you have had for many years can still be a very useful and valued working tool. New Holland is well aware of your need to keep repair costs low and has introduced a 'Gold Value' range of competitively priced parts aimed at older tractors.

This package offers a competitive answer to repairing your older tractor with Gold Value parts to suit a wide range of heritage models. Parts for the Fordson Major, Dexta, Ford 1000, 100, 10 and TW series as well as the Ford/New Holland series and the Fiat range of tractors are all stocked at New Holland's National Parts Centre in Palmerston North.

New Holland Tractor Operations Manager Kyle Baxter says a competitor tractor range recently re-launched the Versatile brand name for the second time in New Zealand.

"This company has said they can supply parts and support for older models of tractors such as Fiat G Series and the New Holland TG and T8000 family of tractors in New Zealand. But New Holland has stated that there is little connection between the current Versatile branded version of Ford New Holland's original Genesis Series 70 tractor from 1993. Nor is there a link with the current New Holland T8000 Series range.

The New Holland tractor brand has emerged over the past 15 years through a series of amalgamations of world renowned tractor manufacturers. Many New Holland tractor owners still fondly refer to their Fiat and Ford tractor brands from years gone by, but the name Versatile was not widely known here in New Zealand," says Kyle Baxter.

Ford Tractors purchased the Canadian Versatile line in 1987 and retained their yellow, red and black livery until 1990, when Versatiles appeared in Ford blue and white.

In 1991 Fiat Group purchased the Ford New Holland business to compliment its New Holland harvesting business and three years later the all new Ford Genesis 70 Series and Fiat G Series tractor were launched with a horsepower range of 170-240hp.

These models proved very popular in New Zealand and remained so, right up to the point when they were replaced by the new generation TG Series tractors in 2003, and subsequently the latest T8000 Series models from 2006.

## GOLD VALUE

In 2001 New Holland sold the Versatile 4WD line to Buhler Industries under monopoly regulations during the CNH merger, which included the design and build rights to the Ford Genesis 70 Series and Fiat G Series. Later, in November 2007 the Russian combine manufacturer Rostselmash acquired 80 percent of shares in Buhler Industries. In October 2008 it was announced that the Versatile brand will be the sole name associated with Buhler's tractor division.

"The period that has long passed since New Holland has had any technical input to the design of the Genesis product offered by Versatile has been almost 10 years, a long time in the development of modern tractors," explains Kyle Baxter.

"While there may be a lot of features users like, when compared with the improvements and innovative ergonomics of a new model, these older models quickly become dated. In addition to better fuel consumption and modern engine design, the New Holland TG and T8000 Series offer superior operator comfort compared to their predecessors."

The latest innovative feature to be launched on the T8000 for 2009 is the new Ground Speed Management (GSM). GSM is an automatic continuous ground speed operation made available on T8000 Series power shift transmission. In GSM mode the throttle lever becomes a ground speed indicator. Once the desired ground speed is set, GSM adjusts the gear and engine RPM to maintain the speed and deliver maximum performance.

The Gold Value range has been developed as a cost effective, economical source of parts you can rely on. All parts have been selected by New Holland specialists. They offer New Holland quality at competitive prices and with same warranty as other New Holland parts.

New Holland NZ's commitment to service and supply of original spare parts for these older range of tractor remains as strong as ever.

# Gold Value Parts

## The competitive solution for your older tractor

A tractor that you have had for many years can still be a very useful and valued working tool. New Holland is well aware that you need to keep your repair costs low and has introduced the Gold Value range of competitively priced parts for your older Ford, Fiat and New Holland tractors.

- Competitive prices
- Selected by New Holland Specialists
- New Holland Quality
- Same warranty as other New Holland parts
- Managed by the New Holland Dealer Network
- A range of parts you can rely on

# GOLD VALUE



Available through your local New Holland dealer



## YouTube Channel

New Holland has started its own channel on YouTube, the world's most popular video sharing website. Brand enthusiasts can watch videos devoted to New Holland products, records, excellence and commercials which are enriched on a daily basis like the community of users that follow the New Holland online channel. Here you will also find the exciting video entitled "The Dream": four minutes that will take you on a discovery of the T7000 Auto Command™.

If you want to share your comments, watch videos that relate to New Holland experiences, stories and successes then visit: [www.youtube.com/user/NewHollandAG](http://www.youtube.com/user/NewHollandAG)





# Straightforward TD90D fits the bill for Waikato dairy farmer

The simplicity and easy maintenance requirements of New Holland TD90D tractors make them a big hit with Waikato dairy farmer Grant Came. Grant has a TD90D for each of the two dairy properties he owns with his wife Catherine at Manawaru, between Morrinsville and Matamata. He bought one of the New Holland workhorses four years ago and the other two years ago from Norwood Farm Machinery Centre in Morrinsville.

The newer tractor is used for feeding out and general farm work on their 180-hectare property, on which they milk 660 cows, while the older TD90D is located on an 80-hectare dairy farm being operated by a contract milker.

The Cames had a New Holland 6640 tractor for several years before trading it in for their first TD90D. "We were pleased with the 6640 but it was getting older and starting to cost us in maintenance," Grant says.

"We bought the TD because it was a more straightforward tractor. For our workload we didn't require much electronics, and we thought it would reduce our maintenance bills. They were our requirements – that it was a tractor that any one of our workers could get on and operate, and it would be easy to maintain."

Grant and Catherine have been extremely happy with the TD90Ds, which have lived up to their expectations. "Because of our dairy unit, we contract out most of the big jobs

to contractors with really big machinery. Apart from feeding out and some basic things on the farm, there's not much else that we use our machinery for."

The New Holland TD90D tractors do not have cabs, which Grant says was a requirement when choosing the tractors. Instead, the machines are fitted with rollover protection structures (ROPS).

However, Grant says his farm is on completely flat land and there have not been any issues to date involving rollovers. He chose to buy tractors without cabs for a specific reason. "We've got four young guys working for us and the cabs are a constant battle to keep clean when they're getting in and out all the time. With the ROPS we just hose them down, which is a big plus for us. They're easy to clean and the ROPS stay out of the way. It's not hard to get on and off and it's away from anything you could bash your head on – they're a particularly easy tractor to get on and off."

For Grant and Catherine, the simplicity of the New Holland TD90D is the biggest bonus. "The boys can jump on and operate them and if they haven't had a lot of experience they can get there pretty quickly," Grant says.

"That's a key thing for us because we have guys coming through our business who have minimal tractor experience and it's an advantage."

Thank you to **Jordan Bell** (aged 10) of Outram for drawing these New Holland tractor and implement pictures for us.



## Summer Colouring Competition



Hey Kids, it's colouring competition time. The first 100 entries received will get a free gift (one gift per child). The winner of each age group will receive a plush New Holland tractor toy.

Age groups are:  
5 years and under; 6 to 8 years;  
9 to 11 years and 12 to 15 years.

Post your completed colouring competition with your details to:  
New Holland Club Competition  
Freepost 255, PO Box 1265  
Palmerston North Central  
Palmerston North 4440

Entries close 31st January 2010. Copies of the competition can be downloaded from the New Holland Club section of our website [www.newholland.co.nz](http://www.newholland.co.nz)

If you have trouble downloading the competition please call 0800 667 9663 and we will send a copy to you.



## Upcoming events

- |                           |  |
|---------------------------|--|
| 10th - 12th February 2010 | <b>Southern Field Days, Gore</b>                     |
| 4th - 6th March 2010      | <b>Northland Field Days, Dargaville</b>              |
| 18th - 20th March 2010    | <b>Central Districts Field Days, Feilding</b>        |
| 16th - 19th June 2010     | <b>National Fielddays<sup>®</sup>, Mystery Creek</b> |

**See the new T7000 Auto Command™  
at a Field Day near you!**



# SERVICE WITHOUT LIMITS



▲ Expert Service When and Where You Need It

## ◀ Product Support You Can Count On

New Holland is committed to you and your business by providing the service, support, and genuine New Holland parts when and where you need them. From expert service in the field, Blue Leaf Customer Care programmes, Winter Service programmes, genuine New Holland parts, and the factory-trained specialists to bring it all together, we are here to keep your equipment running at peak performance. And that helps your bottom line.

***Stop in and see us today!***



▲ New Holland Winter Service Programme

▼ Genuine New Holland Parts



▲ Blue Leaf Customer Care Programme

## YOUR LOCAL NEW HOLLAND DEALERS:

**KAIKOHE** Dave Boyt Farm Machinery Centre Ph (09) 405 2269 - Sales • **WHANGAREI** Dave Boyt Farm Machinery Centre Ph (09) 438 4719 • **PUKEKOHE** Norwood Farm Machinery Centre Ph (09) 238 7189 • **HUNTLY** Chown's Ag Centre 2004 Ph (07) 828 6456 • **NGATEA** Central Motors (2001) Ltd Ph (07) 867 7524 • **MORRINSVILLE** Norwood Farm Machinery Centre Ph (07) 889 8505 • **TEAWAMUTU** Norwood Farm Machinery Centre Ph (07) 872 0232 • **OTOROHANGA** Giltrap Farm Machinery Ltd Ph (07) 873 4004 • **TEPUKE/WHAKATANE** R & R Tractors Ph (07) 573 9107 • **ROTORUA** JMV Agri Ph (07) 343 6081 • **NEWPLYMOUTH** Norwood Farm Machinery Centre Ph (06) 757 5582 • **HAWERA** Norwood Farm Machinery Centre Ph (06) 278 6159 • **HASTINGS** Norwood Farm Machinery Centre Ph (06) 873 7300 • **PALMERSTON NORTH** Norwood Farm Machinery Centre Ph (06) 351 2799 • **MASTERTON** Norwood Farm Machinery Centre Ph (06) 377 3184 • **BLENHEIM** Williams Service Centre (1990) Ltd Ph (03) 578 1021 • **NELSON** N S Rogers Ltd Ph (03) 528 9212 • **WESTPORT** Westland Farmers Ph (03) 788 8050 • **CHRISTCHURCH** Norwood Farm Machinery Centre Ph (03) 349 5089 • **ASHBURTON** Gluyas Motors Ltd Ph (03) 307 5800 • **TIMARU** Johnson Gluyas Tractors Ltd Ph (03) 688 1133 • **MOSGIEL** Norwood Farm Machinery Centre Ph (03) 489 7754 • **GORE** Southland Tractors Ltd Ph (03) 208 8333 • **INVERCARGILL** Southland Tractors Ltd Ph (03) 235 8741

**PARTS & SERVICE: MATAMATA** Murray Wilcox Ltd Ph (07) 888 7139 • **PUTARURU** Putaruru Tractor Services Ph (07) 883 7544 • **GISBORNE** D P Williams Ltd Ph (06) 863 2612 • **STRATFORD** Norwood Farm Machinery Centre Ph (06) 765 6139 • **TAUMARANUI** Farm Spec Machinery (07) 895 8954 • **ROXBURGH** Robb's Garage Ltd Ph (03) 446 8129



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