

The World of New Holland

Summer 2010/2011 Edition



NEW HOLLAND

AGRICULTURE

- **NEW T8 and T9 Series Revealed**
- **New Holland Clean Energy Leader**
- **Kids Colouring Competition**



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True blue farmer appreciates *loyalty, quality*

Otago farmer Trevor Peters is as loyal to New Holland as you can get. He recently purchased two new blue tractors and a baler for his large farming business. Trevor and his wife Karen operate Peters Farms Limited, which consists of six sheep and beef farms that total 11,000 hectares. They are in West Otago, Millers Flat and Beaumont, and they operate with the help of their grown children and partners.

Trevor currently owns 13 New Holland tractors, ranging from 100hp to 195hp. They include the brand new T7040 Auto Command™ and T6050 Range Command™. His fleet also consists of two old Ford 5000s, one of which was Trevor's father's original tractor and dates back to 1969. Also in the mix are two TS100s, a TSA100, a 13-year-old 8240, four TSA115s and a TM130.

The Peters' tractor driver James Dundas operates the new T7040. He pushed to get the variable transmission model. "We've never had variable transmission before," Trevor says. "We went for the T7040 because it is better on steep country, and it has a sliding axle so it doesn't have spacers for the duals." James has already done about 300 hours with the T7040. It is used for all ag work and some baling. It is large enough to comfortably pull rippers, power harrows, discs and drills.

"The variable transmission system wasn't quite as simple as James was led to believe, but he's beaten it now," says Trevor. "He really likes it and is very impressed with the ability of its traction. It keeps the power to the ground and it's good for our steep country."

The New Holland T6050 is being used on the farm Trevor and Karen's son Morgan manages. It takes on all general farm work.

The Peters bought their first New Holland baler, a BR7060 Rotocut, in January last year. "When we went shopping New Holland came to us and offered us a good deal on this new baler," says Trevor. "We've done 4000 bales with it. James runs it, and he says it compares well with the other balers



he's used. It doesn't handle damp baleage as well. That means we have to dry the crop more, which makes better bales anyway." James says a feature of the BR7060 Rotocut bales are their ability to feed out smoothly.

Trevor has stayed loyal to Norwood Farm Machinery Centre, Mosgiel and New Holland since Mosgiel Branch Manager Tony Mobbs sold him a second-hand New Holland tractor 25 years ago. That tractor had a motor that was extremely problematic but Norwood Mosgiel stood by it. "Tony came down and brought another one down on loan for us. He put a brand new motor in the tractor and brought it back two weeks later," says Trevor.

"They stood by us, and I will never leave them as long as I have loyalty like that. I've had no trouble with any New Holland machinery ever since. If we have had a small problem it's been fixed straight away."



The Peters Farms Limited team

C B Norwood strengthens South Island sales and support



New Holland and Norwood Equipment dealerships in the Mainland now have better backup and assistance since C B Norwood Distributors Ltd created the position of South Island Sales Support Manager.

The first appointment to this position is Richard Anderson. He has responsibility to provide sales and technical support for all New Holland and Norwood Equipment product lines in the South Island.

An Otago native, Richard brings extensive knowledge of farming, machinery and the South Island to his new role. "I grew up on a sheep and beef farm at Hindon, which is inland from Outram. The family still farms there. When I left the farm I did a Diploma in Farm Management at Lincoln University and spent some time in Western Australia driving the big equipment they use over there," he says.

"I have also had prior sales and support roles with Norwood and Duncan Ag." Richard was on the sales team at Norwood Farm Machinery Centre, Mosgiel and more recently was Sales and Support Manager for Duncan Ag where he

focused on seeding equipment. The role with Duncan Ag gave Richard insight into farming in different parts of the South Island.

He will be based in Timaru but will travel to support the nine New Holland and Norwood Equipment dealerships in the South Island. "Basically my role is to help our dealers gain more market share in the tractor and implement segments by educating them about the products and helping them develop marketing strategies.

"My role is a diverse one. I will meet with some customers but my primary task will be to provide support and technical training to sales and backup staff. We are constantly adding new models and product lines to our range, and staff have to be kept up to speed with them," Richard says.

C B Norwood says Richard's wealth of experience and enthusiasm will provide South Island dealers and customers with a far greater level of day to day support than previously, both from a technical as well as a business point of view.

Status quo has *no place* on the farm

The dictionary definition of status quo gives: the existing state of affairs. Those who accept the status quo don't like change, accept things the way they are and do not push the boundaries.

At New Holland, we are always looking for ingenious new ways to make farming more efficient and therefore denying the status quo is part of our DNA and part of our heritage. Take a look at just some of the ways we've done this:

- CR9000 Twin Rotor™ combine – the world record holder for tonnes of wheat harvested in 8 hours
- SuperSteer™ front axle – reducing the time spent turning on headlands
- SideWinder™ II armrest – the multi award winning armrest control centre
- Auto Command™ transmission – redefining CVT transmission operation
- NH2™ – The worlds' first Hydrogen fuel powered tractor

New Holland's latest offering to deny the Status Quo are the new T8 and T9 series tractor. This new concept of large scale agriculture will redefine the high horsepower tractor segment. We have a long tradition in this area dating back to the late '80's with the G/70 series, also known as the "Genesis". It defied the Status Quo offering a range of features that just weren't available on any other tractor such as a more than 200hp tractor that wasn't big, heavy and cumbersome; ultimate manoeuvrability and tight turning courtesy of SuperSteer; and the original SideWinder with adjustable controls for ergonomic excellence.

With T8, we've done it again. With the longest wheelbase in the industry and the TerraGlide™ suspended front axle, you'll experience better traction and ride without sacrificing manoeuvrability. You'll get exceptional stability not only in the field, but also on the road at high transport speeds.

The unprecedented 3450mm wheelbase also means you can make full use of the massive rear lift capacity without the need for heavy front ballast that conventional tractors require, and the improved TerraGlide front axle suspension smoothes your ride over rough terrain while giving vastly improved turning performance. The result: a significant advantage when turning at the headland or manoeuvring in tight spaces.

Delivering 389 Maximum EPM horsepower, the T8.390 is at the top of the new T8 range. Maximum power is matched with an impressive overall operating cost saving, achieved thanks to newly installed FPT Cursor 9 engines. All five models in the new T8 family offer impressive power and torque increases over the T8000 series tractors while enjoying lower overall operating costs courtesy of superior fuel consumption and 100% longer engine service intervals, now at 600 hours.

A redesigned cab interior, now with New Holland's multi award-winning SideWinder II armrest offers an enjoyable environment for long days in the field. Settle into the Auto Comfort™ seat and take in the best in class visibility. Then,





take a drive and notice how the seat, cab suspension and front axle suspension all work together to cushion your ride. It's right about now that you'll discover just how quiet the new T8 series is. At an industry leading 69dB(A) (a noise reduction of 8 dB(A) over T8000), this really is a great place to be.

Until now in this high horsepower segment, customers were forced to make a choice between two offerings: an "American" concept of highly manoeuvrable shorter wheelbase tractors with long overhanging engine and bonnet, or a "European" concept of a longer wheelbase with integrated front linkage, but giving away manoeuvrability and agility. The new T8 is set to revolutionise large scale agriculture by offering a combination of these features which are simply not available on any other tractor in this class.

The new T9 series. All the power you need with the comfort you want.

New T9 articulated tractors are ready to fit your farming needs. If the engine and hydraulic power doesn't turn your head, the sleek design and the largest cab in the industry certainly will.

With up to 670hp (max power), these brutes are built to earn respect. All major components have received an upgrade - from new FPT Cursor tier 4a engines, (9 litre in T9.390; 13 litre in T9.450, T9.505, T9.560, T9.615 and T9.670) through the upgraded full powershift transmission and redesigned braking system and out to the new axles (up to 5.5 inch (140mm)) with larger bearings and 18 bolt hub and wheel hardware.

As with the T8 series, the T9 cab has undergone major interior improvements, all updated with the operator in mind. Now fitted with the multi award-winning SideWinder II armrest, a 40° swivel seat (an industry first), active suspension seat, and yet another industry first, Comfort Ride™ cab suspension

(optional). All models are fitted with the IntelliView™ III touch-screen display which provides information at a glance and quick access and control of key functions. Additionally, all models are IntelliSteer™ Auto Guidance ready for GPS controlled steering.

Not only does the T9 series have all the horsepower you could ever need, it also has the option of a massive 428 lpm oil flow with the combined High Flow and Mega Flow hydraulic systems. Even the standard High Flow hydraulic system offers an outstanding 216 lpm hydraulic flow for the most demanding tasks, and up to 8 remote valves can be specified.

All models feature the efficiency of New Holland Ground Speed Management (GSM) which intuitively manages both engine load and transmission speed to optimise performance and fuel economy. When GSM is activated the hand throttle lever becomes a propulsion lever with the tractor automatically optimizing the engine speed and transmission ratio based on the load on the machine. In effect, it reacts similarly to a constantly variable transmission.



Changes ahead for local tractor dealerships

The need for dealerships to achieve scale in today's tougher market is behind a decision to change the way New Holland tractors are sold in the Waikato region.

Tim Wilkes, CEO at C B Norwood Distributors Limited, Palmerston North says that the recent closure of the Huntly New Holland dealership, Chowns Ag Centre, brought about the need to re-look at how best to represent New Holland across the South Auckland and Waikato markets.

"We have been importing New Holland since 1985. As country distributor we have a major responsibility to Fiat Group's CNH agricultural equipment business to ensure that the New Holland brand is strongly represented in the market, so as to continue to provide farmers and contractors with New Holland products and dealers."

Following extensive consultation between C B Norwood and Giltrap Farm Machinery, Wilkes says they made a joint decision that from 1 January 2011 New Holland will be exclusively represented in the region through the three Norwood Farm Machinery Centres located at Te Awamutu, Morrinsville and Pukekohe.

The three Norwood Farm Machinery Centres will also coordinate New Holland sales and customer support activities on a regional basis.

Wilkes says that the fundamental driver is to enable dealer groups to achieve the necessary scale in respect of the level of investment required in today's dealership model, and to provide opportunity for further growth. This structure also provides the brand with a clear and dedicated representation in the Waikato, allowing focus on even higher levels of customer support.

"We had to take into account the combined number of dealerships in the region for our brands which has been as high as twelve separate outlets. With current and expected future market volumes down as much as 40 percent on the best years of the decade, we are seeing ag tractor sales below 400 units a year. It's a situation certainly not helped by recent summer droughts, and we have to make some changes."



The Waikato New Holland Dealer Principals (from left) Kevin Hamilton (Pukekohe), Haydn Megaffin (Te Awamutu) and Craig Berkers (Morrinsville)



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> > >



RESPECTING OUR ENVIRONMENT



All agricultural manufacturers are currently developing engine solutions that meet the rigorous Tier 4A emission regulations, and New Holland Agriculture are offering you cutting edge industry leading engines that are environmentally friendly throughout their entire life.



OUR ENVIRONMENTAL PROMISE

But is all this really necessary? The simple answer is yes. It's not just a legal requirement, New Holland are fully committed to offering farmers intelligent solutions to make agriculture more efficient and kinder to the environment.

NEW HOLLAND: THE CLEAN ENERGY LEADER

New Holland has already introduced industry-leading solutions that have revolutionised environmentally friendly farming, for example New Holland was the first manufacturer to offer 100% biodiesel compatibility. Since 2006 they have been pioneering the use of this renewable, environmentally friendly fuel and today, almost every product in the New Holland range is biodiesel compatible. But it doesn't stop here...



TOMORROW WILL BRING TRUE ENERGY INDEPENDENCE

New Holland Agriculture is dedicated to respecting the environment, and is already developing concepts that go well beyond anything already laid down by future emissions regulations. In fact, they are imagining a zero emissions future, a world in which you will be able to meet all of your own energy needs. It might sound like a dream, but this is reality New Holland style, encapsulated in the NH²™ tractor. It runs on pure hydrogen, produced by you, the farmer, on your future 'Energy Independent Farm'. The NH² itself produces virtually zero emissions, just a little water. New Holland always looks beyond the horizon to deliver you tomorrow's solutions today. Why? To improve the world we live in.



NEW HOLLAND'S COMMITMENT TO YOU

What's all the fuss about? Well, everyone agrees that for a good quality of life, we all need to breathe clean fresh air. But the growing population, urbanization and climate change are making this more difficult, and governments around the world are trying to solve these problems. Farm vehicle emissions might be small when compared to their highway counterparts, but New Holland is committed to doing its bit to reduce these harmful substances.

THE EMISSIONS REDUCTION STORY

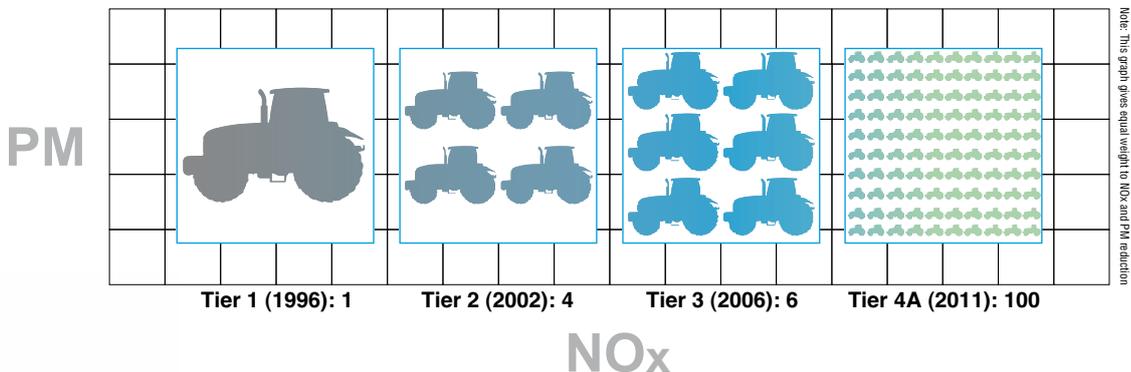
1996 saw the introduction of the first Tier 1 emissions standards, and since then Nitrogen Oxides (NOx) and Particulate Matter (PM) have been reduced by 60%. With the introduction of Tier 4A regulations in 2011, PM will be further lowered by 90% and NOx by 50%. These toxic substances are produced during combustion and can harm the environment and human health. But let's find out a little more about them.

NOx: nitrogen monoxide and nitrogen dioxide are produced during combustion when the engine is at its hottest. These gases are two of the main causes of acid rain and the shrinking ozone layer.

PM: particulate matter is mainly made up of tiny carbon particles and other poisonous substances which are created when not all of the fuel is burnt during combustion, generally when the engine is cooler.

100 TIMES BETTER OFF THAN OVER A DECADE AGO

New Holland have reduced emissions 100 times over the last decade to improve the lives of farmers and their families. In real terms, this means you can run your Tier 4A compliant machine for 100 days and produce the same amount of emissions as a Tier 1 machine would have in just one day.



POWERED BY FIAT POWERTRAIN TECHNOLOGIES

New Holland are not going it alone when it comes to Tier 4A technology, they can draw on the experience of their **engine development partner**: Fiat Powertrain Technologies (FPT).

Pioneers: Fiat invented **Common Rail technology** in the 1980s and brought it to the masses in 1997 on the Alfa Romeo 156. They were the very first to introduce it on agricultural machines. Pioneering. Always.

Cleaner: Fiat Group Automobiles have the **lowest overall CO₂ emissions** of any automotive manufacturer in Europe. Cleaner. Everywhere.

Proven: FPT have already produced over **150,000 SCR engines** during the last five years for the haulage industry. Reliability. Confirmed.

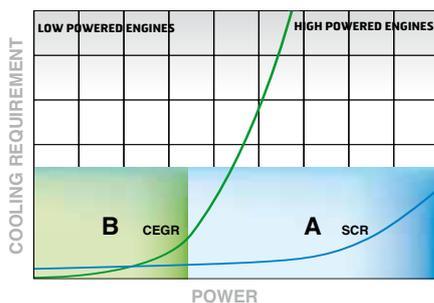
After all, only those who invented it can reinvent it.



TWO SOLUTIONS FOR ULTIMATE PRODUCTIVITY

ONLY THE BEST WILL DO

New Holland has adopted two different solutions based on their respective benefits: Selective Catalytic Reduction (SCR) and Cooled Exhaust Gas Recirculation (CEGR). Why? New Holland Agriculture are not willing to accept an 'off the peg', one size fits all approach. Far from it. They are committed to integrating the best available engine technology, to reduce your operating costs and increase your productivity. This means choosing tailor made solutions for each and every individual machine, after all, no two farms are alike, and neither are two pieces of farm machinery.



High powered agricultural machines such as the most powerful tractors, forage and combine harvesters, generate more engine heat and require enhanced cooling systems.

Section A. This made SCR the natural choice for machines over 75kW(100hp). Why? It reduces the cooling requirement as well as guaranteeing power output.

Section B. For smaller tractors operating at lower horsepower with lower heat rejection, and therefore lower cooling demands, CEGR is the right solution.

CEGR: COMPACT SOLUTION FOR LOW POWERED MACHINES

YOUR GUIDE TO CEGR:

CEGR will be used on lower horsepower tractors as this solution is perfect for these products that have reduced cooling requirements and is neatly contained within the engine compartment. It decreases NOx emissions by recirculating a controlled quantity of cooled exhaust gas into the air intake. Any remaining particulate matter is eliminated by the external diesel particulate filter which 'cleans' the gas before it leaves the exhaust.

GOOD THINGS COME IN SMALL PACKAGES

Good things come in small packages, and this solution keeps compact tractors compact, as the solution fits into the existing package to guarantee optimum manoeuvrability and all round versatility.



COOLED EXHAUST GAS RECIRCULATION

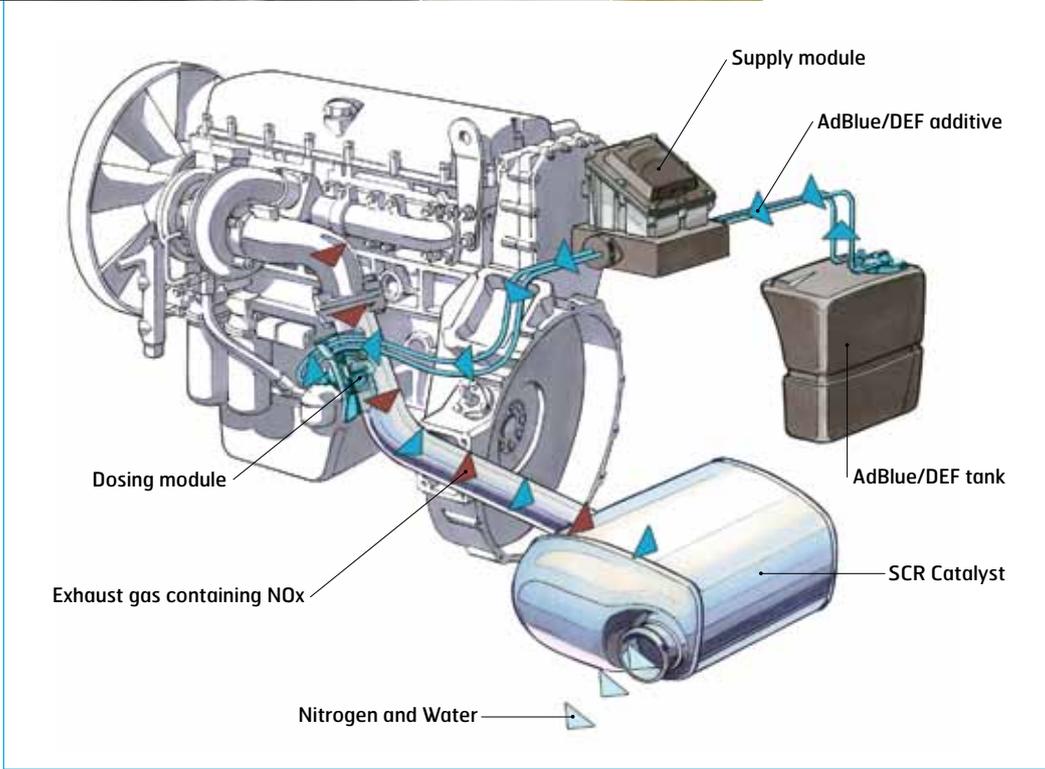
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SCR: HIGH PERFORMANCE, EFFICIENT SOLUTION FOR HIGH POWERED MACHINES

YOUR GUIDE TO SCR

SCR, Selective Catalytic Reduction, uses a catalyst to treat the NOx contained in the exhaust gas, transforming it into harmless water and nitrogen, which both occur naturally in the atmosphere. To achieve this, it uses an after treatment system that adds Diesel Exhaust Fluid (DEF)/AdBlue, a water and urea mix, which is colourless and non-toxic, in the exhaust. The entire system is managed by a Dosing Control Unit (DCU) which is integrated into the supply module and uses a sensor to monitor the exhaust gases. The DCU receives this information, and uses it to calculate the precise amount of DEF/AdBlue that needs to be added to the mixture. As SCR occurs outside of the engine, this allows the engine designers to optimise the combustion process in the engine to reduce PM. Want more? How about guaranteed outstanding performance thanks to features such as Engine Power Management.



SELECTIVE CATALYTIC REDUCTION

SCR: THE SCR ADVANTAGE

THE REALITY*

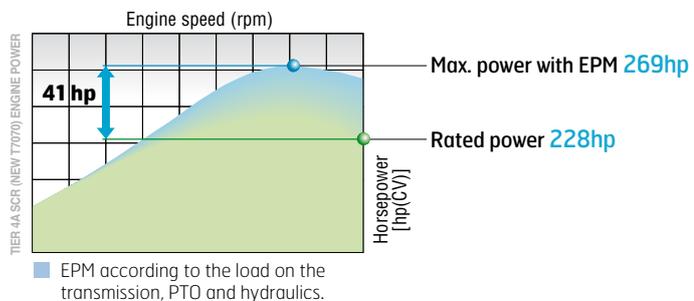
REFRESHING BREATHABILITY:

The SCR engine 'breathes' clean fresh air, instead of dirty hot recirculated 'smog', to ensure optimal combustion conditions. The result: **7% increased maximum power** and **13% higher torque**. Cool power. Clean performance.

Nef Engine	Tier 3 (T7070)	Tier 4A SCR (New T7070)	IMPROVEMENT
Max Power	185kW / 252hp	198kW / 269 hp	+ 7 %
Torque	1025Nm	1160Nm	+ 13 %
Torque Backup	32%	40%	+ 25 %
EPM Band	19kW / 27hp	30kW / 41hp	+ 52%

CONTROLLED POWER:

Engine Power Management (EPM) tailors engine power delivery to actual operating conditions. SCR engines will benefit from **increased EPM output** for improved performance and fuel efficiency in all situations. Intelligent power. Pure and simple.



EXCEPTIONAL FUEL ECONOMY:

The T7000 range is already established as the benchmark by its users for its outstanding fuel economy (DLG testing). With Tier 4A, optimised combustion means more efficient power generation and **up to 10% lower fuel consumption** on Tier 4A SCR engines when compared to Tier 3 EGR models, thanks to improved breathability. Economical power. Improved efficiency.

Nef Engine	Tier 3 (T7040)	Tier 4A SCR (New T7040)	IMPROVEMENT
Fuel Consumption	288 g/KWh	259 g/KWh	- 10%

IMPRESSIVE SAVINGS:

Fuel is not the only cost that can be reduced with SCR. CEGR engines require more frequent oil changes due to the high levels of recirculated exhaust gas. On selected ranges we will be increasing service intervals by 100%, reducing your cost of ownership. These savings are realised even after taking into account the purchase of DEF/AdBlue. More money stays in your pocket.

CONTINUOUS PAY-BACK:

SCR machines are a guaranteed investment that will always pay-back with the combined fuel saving plus the cost of AdBlue, an overall fuel saving of at least 3%.

*All information is based on T7000 engine homologation data.

**Tier 4A SCR (New T7000)



PROVEN RELIABILITY

With over 150,000 SCR engines produced, FPT knows a thing or two about engine reliability as their industry-leading SCR system has been extensively developed and tested in the haulage industry over the last five years. FPT is at the cutting edge of engine technology, and is internationally renowned for its state-of-the-art SCR solutions. This proven technology will give you true peace of mind: your tractor or harvester is always ready when you are, and you can still enjoy New Holland's long service intervals. In short, FPT and New Holland: engineered for life.



PURELY FUEL

Fuel quality may vary, but FPT has developed its SCR system so that it can run on standard fuels without the need for costly diesel additives.



SELECTIVE CATALYTIC REDUCTION



TODAY'S SOLUTION FOR TOMORROW

Leading experts agree that SCR technology will be invaluable in achieving final Tier 4B requirements. What does that mean for you? Well, for a start you won't have to get to grips with a new solution in a couple of years time. It also means that New Holland will plough investment into developing the next generation of agricultural machinery that will redefine the efficiency, comfort and performance that you demand.

YOUR GUIDE TO DIESEL EXHAUST FLUID / ADBLUE®

WHAT IS DIESEL EXHAUST FLUID/ADBLUE?

They are both a water and urea solution that is added to the exhaust gases in the SCR after treatment system to transform them into harmless water and nitrogen. Why do they have two different names? Quite simply, Diesel Exhaust Fluid, better known as DEF, is used in North America, where as AdBlue is the European name for the same product.

WHAT DOES DEF/ADBLUE MEAN FOR MY MACHINE?

Adding DEF/AdBlue will not affect your machine's performance at all. Why? It is contained in the after treatment system, which means power generation remains at the impressive levels you've come to expect of New Holland.

WHAT DOES DEF/ADBLUE MEAN FOR ME?

It means you'll have a more efficient machine with virtually no effort on your part. Throw in the environmental advantages, and it's a win-win situation. How? The DEF/AdBlue system has been engineered by design to offer you the ultimate in ease of use. The additive tank is located next to the diesel one to make filling up even easier. What is more, you only need to fill your DEF/AdBlue tank once every two diesel refills.

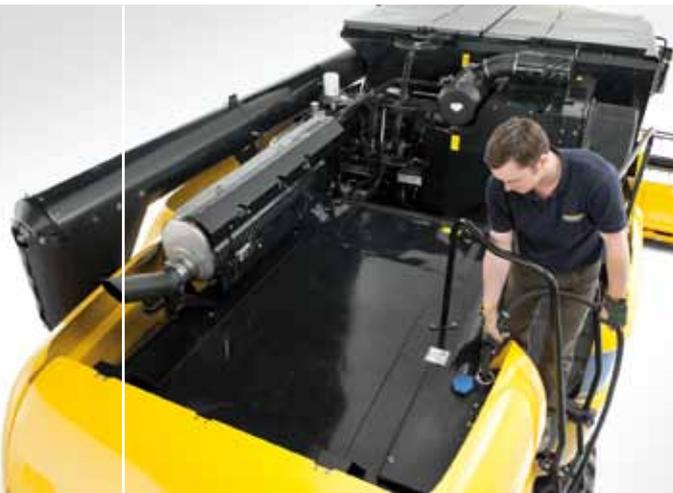
WILL I BE ABLE TO FIND DEF/ADBLUE EASILY?

The answer is yes! It will be available on your doorstep, just contact your local dealer for more information.

STORAGE?

Not a problem! You'll be able to store DEF/AdBlue on your farm in a container size that suits your needs.

AdBlue®



SELECTIVE CATALYTIC REDUCTION



YOUR SUCCESS - OUR SPECIALTY

Visit our web site: www.newholland.co.nz

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New Holland technology and Norwood service winning formula says busy couple



Wairarapa contractor Ray Hicks has spent the past few years working up to his recent purchase of a New Holland T7050 Auto Command™ tractor and is more than happy he did. Ray and his wife Heather bought the new T7050 in early October, and chose the model for its high horsepower and latest technology.

Ray and Heather operate a 120ha dairy farm at Carterton. They milk 300 cows, and run a contracting business formed more than 40 years ago by Ray's father, Ian, and his brothers, Lyall and the late Alan. They offer a range of services, including general ag work, pit silage, hay and baleage, and rock picking. Ian and Lyall had used New Hollands "forever", and Ray followed the tradition when he began contracting 10 years ago.

In addition to the T7050, the Hicks family owns a TVT155, which is in its third season. The TVT does the general ag work, as well as drilling and silage. "The TVT has gone really well and we've had no trouble at all with it," Ray says. "Since we've had no trouble with the TVT we're sticking with New Holland. I like the transmission in the TVT and the T7050 is the same, which is why we went with the T7050."

The T7050 Auto Command benefits from a new generation of CVT transmission, with four direct drive points offering

complete mechanical efficiency, plus advanced double clutch control.

Ray and Heather have owned five New Holland tractors, starting with a 100hp model and working up to the 196hp T7050 Auto Command model. They still have a 90hp model, the TVT and the new T7050. "The T7050 is just a better tractor than the TVT, it's a step up. It will be doing silage, ag work and running a rock picker. We also run loader wagon silage and it will be towing that."

Ray says he "absolutely loves" the new tractor. "We love it. I've got a guy working for us and we can't get him out of the seat – we have a fight over who drives it. It's really comfortable and is a good all-round tractor. We thought the TVT was nice but this new one is even better." Heather has also been driving the T7050 and has the same opinion as the men. "New Holland tractors are just beautiful and comfortable and easy to drive," says Ray.

"The service from Norwood Farm Machinery Centre in Masterton has been really good. You can pick up the phone and if something's wrong they are there. That's why we're still with them."

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,
Trevor and Karen Peters of Roxburgh, our second lucky winners,
and **Stephen and Pamela Calder of Dipton**, our third lucky winners

Buy any
NEW HOLLAND machine
before 31st December 2010*
and go in the draw to win one of
four holidays for two
to the Gold Coast

* For full terms and conditions contact your local New Holland dealer
or visit www.newholland.co.nz.



YOUR SUCCESS – OUR SPECIALTY

www.newholland.co.nz

OPERATOR TIPS

The correct operation of the air conditioning system inside a tractor cab makes for a much more pleasant days work. New Holland T6000 and T7000 series tractors have two systems. T6000 series employ a standard air conditioning and heating system whereas T7000 series tractors are fitted with Automatic Temperature Control (ATC). Both systems will be explained here to allow you to get the best from each system.

T6000 series air conditioning system

To quickly reduce the cab temperature, turn the temperature switch to the minimum (blue side), switch on the air conditioner switch (press the snowflake) and adjust the fan speed as desired. When the required temperature is reached, adjust the temperature control knob and the fan speed knob as desired to maintain this temperature. To maintain this temperature, all doors and windows must remain closed.



In certain conditions, the heater and air conditioner may be required to be operated together, eg to demist the windscreen and interior door glass on a cold morning. To do this, when the engine is up to temperature, turn both the temperature control and fan speed to the maximum setting (fully clockwise), turn the air conditioner switch on (press the snowflake) and adjust the vents as required. When the windows are clear, to maintain a heated environment, turn the air conditioner off and adjust the temperature and fan controls to maintain the required temperature. If the windows start to mist, switch the air conditioner on, which will clear the windows and when clear, switch off again. The air conditioner, as well as cooling, also removes the moisture from the air. If it is left on for extended periods while the heater is on the system will be inefficient.

T7000 Automatic Temperature Control

The ATC system in the T7000 series will automatically adjust the output of the heating and air conditioning systems maintaining a stable temperature between 16°C and 32°C.



The air conditioner switch is replaced by the ECON/MAX DEF switch. The MAX DEF side of the switch should only be used when the outside of the windows are covered in frost or the inside of the windows are misted heavily. Pressing this side of the switch will automatically set the heater temperature to maximum, activate the air conditioner and select the highest speed setting on the fan. Once the windows are clear, set the temperature as desired, move the fan switch to position A, and move the ECON/MAX DEF switch to the middle position.

When the external air temperature is low and cab heating is required, operating the air conditioner will not be necessary. To turn off the air conditioner, press the ECON side of the switch, set the temperature control and fan speed as desired to achieve the required in cab temperature.

To set the temperature, align the mark on the temperature control knob with the desired figure and turn the fan speed knob to 'A'. The 'ECON/MAX DEF' switch has three positions. To maintain a constant temperature this needs to be set to the middle position. If the temperature remains within 1.10 of that set on the control the fan will maintain a low speed. If the temperature in the cab rises, the fan speed will increase to re-stabilise the temperature. To maintain this temperature, all doors and windows must remain closed.

KID'S CLUB

Hey Kids, it's time to get colouring again. The first 100 entries will receive a free gift (one gift per child). The winner of each age group will receive a model tractor. Entries close 31st January 2011.

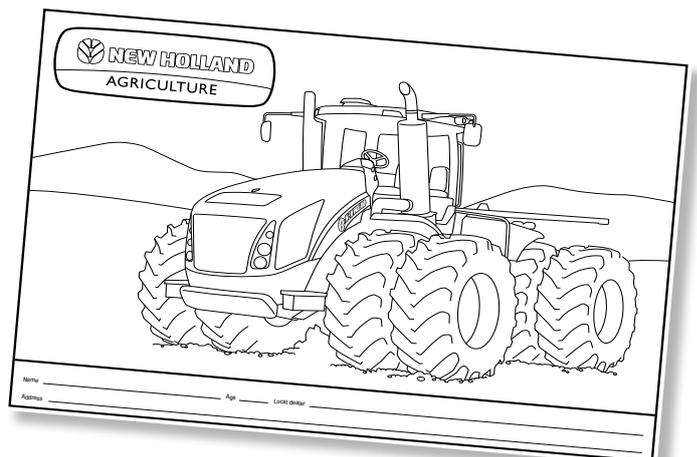
Age groups are: **5 years and under; 6 to 8 years; 9 to 11 years; 12 to 15 years**

Post your completed colouring competition with your details to:

New Holland Club Competition
Freepost 255
PO Box 1265
Palmerston North Central
Palmerston North 4440

The competition can be downloaded from our website www.newholland.co.nz.

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



Need parts for your older tractor?

We remember where we came from and we won't forget those who helped us get here!

Introducing a lower cost option **GOLD VALUE** spare parts for older and middle-aged tractors...



Older and middle-aged tractors are great assets when properly maintained

At New Holland we understand maintenance and repairs of older tractors has to be cost-effective. For this reason we now offer the **Gold Value range of spare parts** as an economical, cost-effective option for a wide range of heritage models like Fordson Major, Dexta, Ford 1000, 100, 10 and TW series as well as the Ford/New Holland and Fiat range.

The New Holland National Parts Centre is the largest agriculture spare parts warehouse in New Zealand, keeping a wide range of **Genuine and Gold Value Parts** in support of your local New Holland dealer.

Whether old or new, New Holland's commitment to service and supply is second to none!



THE **GOLD VALUE** RANGE IS ONLY AVAILABLE FROM YOUR LOCAL NEW HOLLAND DEALER

A History of Quality

- 1895** **Abe Zimmerman** began in an equipment repair shop in 1895 in **New Holland, Pennsylvania, USA**.
- 1903** Zimmerman started the New Holland Machine Company and was producing agricultural products, including a feed mill, to help the farming community around him. In the early 1900s, **Henry Ford** had just started his automobile company in Detroit. Ford saw an opportunity to mass produce tractors.
- 1906** **Leon Claeys**, a Belgian mechanic, started to build threshing machines and, in 1909, built his factory in Zedelgem, Belgium, where the factory still stands today.
- 1907** **Ford came out with the prototype for the world's first mass produced, gasoline powered tractor**, named an 'automobile plow'. It was later renamed the **Fordson Model F** and produced by the Henry Ford & Son Company.
- 1918** **Fiat Model 702 tractor** was launched and went into full production a year later at the car and truck plant in Turin, and won the International Ploughing Contest in Senlis, France.
- 1939** **Ford introduced the 3-point hitch** on the 'N' tractor Series, one of the most successful tractor families ever.
- 1947** **New Holland** changed its name to Sperry New Holland and the same year it made a major breakthrough in hay harvesting technology with the introduction of the haybine mower-conditioner.
- 1950s** Production of two new **Fiat** models – Model 18 'La Piccola' and the 411 – brought Fiat tractors true international success.
- 1960s** Claeys became one of the biggest combine manufacturers in Europe.
- 1964** Sperry New Holland buys a major interest in Claeys.
- 1974** Sperry **New Holland introduced the world's first twin-rotor combine**.
- 1975** **Braud** launched his first grape harvester, model 1020. This was further improved with the famous **Braud 1014, the best-selling grape harvester in the history of the vineyard**.
- 1986** Ford bought Sperry New Holland and formed **Ford New Holland Inc.**
- 1991** **Fiat, who had acquired Braud, purchased an 80% interest in Ford New Holland** and the full integration process was completed at the official launch of **New Holland** in 1994.
- 1999** New Holland and Case Corporation merges.
- Today** **New Holland** is the world-leading agricultural equipment brand, offering the widest range of tractors and harvesters to suit the needs of every farmer and contractor in the World. It is **one of the most awarded brands for ground-breaking technology**.

T6050 more than just a tractor for Northland farmer

Kaitaia beef farmer Brian Kitchen's New Holland T6050 tractor is offering him great freedom around his farm. Brian is in a wheelchair and purchased the tractor last month to carry out a range of general farm jobs. Brian and his wife Sandra own 220 hectares just south of Kaitaia and lease another 800 hectares of pine and grazing blocks nearby.

The T6050 is the fourth New Holland tractor they have owned. Brian originally chose blue tractors because of their large doors, which made it easier for him to get in and out of the cab. He says he has continued to receive good deals from his dealer, Dave Boyt Farm Machinery Centre in Kai-kohe, and has stuck with New Holland ever since.

Brian ordered the T6050 back in March and took possession in October. He says he uses the new tractor for general farm work as well as recreation. "There are a lot of things I can't do, being in a wheelchair, but I love puttering around doing things on the farm," he says.

"I got a loader put on it and you can do a load of metal in a gateway or top soil. I can play around on it for ages. I just love being out in the summer evening after tea playing around, landscaping my farm. Now with the loader my options are even greater." Brian is doing some logging work and had log forks put on the tractor. The loader means he can now move the logs when he wants.

"For puttering around the farm, the T6050 is probably a little bit big, but when you go and do a big job like rotary hoeing or pulling the spreader for sowing fertiliser it's good. I'm getting used to it," he says.



Brian is a particular fan of the Terraglide front-axle suspension system, which he says does result in a bit more rocking in the cab on hilly country. He also likes the controls in the cab. "I've had tractors and had them adapted. The last three tractors I've had I could do everything. I couldn't operate the foot brakes but they have such a good handbrake I don't need to. The handbrake is great but I still only use that as an emergency. You drive a tractor to what you're doing and it's very rare that you have to slam the hand brake on."

Brian uses the Power Shift to operate the loader, as he is unable to ride the clutch. "You get on the Power Shift and just 'dot dot dot' down the gears until you've got a load in low gear so you can control the loader."

Brian employs a part-time tractor operator, who also likes the new T6050 and has been recently using it for rotary hoeing.



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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

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