

The World of New Holland

Winter 2009 Edition



NEW HOLLAND

AGRICULTURE

- **New T7000 Auto Command™ Series Launched**
- **700,000th Square Baler Produced**
- **Winter Service Programme Launched**
- **Fieldays® Clothing and Toy Specials**



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New Holland *Auto Command™* Transmission enhances T7000 tractor range

Drawing on proven technology and familiar operation styles from New Holland's premium harvest and forage machines, the T7000 Auto Command™ is built on the success of the award-winning T7000 tractor series. New Holland has concentrated on comfort and ease of use in the development of the T7000 Auto Command™ tractor to enable customers to achieve the best return on their investment.

Auto Command™ transmission for maximum efficiency

The new Auto Command™ transmission is the heart of the tractor range and, in combination with the new multi-function handle, offers a smooth seamless application of power that is easy to control and efficiently managed to ensure fuel use is kept to a minimum.

Manufactured 'in house' by New Holland at its

dedicated production facility at Antwerp, the new Auto Command™ continuously variable transmission represents the most advanced and efficient CVT technology on the market.

Upgraded to make the most of the new higher-powered engine, Auto Command™ is available in 50kph ECO, allowing the customers to achieve these speeds at a lower engine speed (1550 rpm). The T7000 Auto Command™ is able to deliver excellent performance in transport applications at the best fuel efficiency.

The CVT combines both mechanical and hydrostatic components to transmit power 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.

Sidewinder™ II Armrest keeps control simple

Designed for contactors and demanding owners and operators requiring advanced yet intuitive solution, the T7000 Auto Command™ series features the unique New Holland Sidewinder™ II armrest. The latest generation of this control console introduces the multi-function handle that will be familiar to owners and operators of the brand's renowned FR9000 forage harvester, which won the "Machine of the Year" award at Agritechnica 2008 and is highly regarded for its ease of use.

Placing the T7000 Auto Command's controls in a logical layout, operation of the multi-function handle, joystick, EDC mouse, controls for the remote valves, front and rear pto and the IntelliView™ III colour display fall naturally to the driver's hand for quick confident control. The whole armrest can be moved forwards or rearwards by the operator at the touch of a button.

Five models with more power

Five models from the 167hp T7030 to the 225hp T7070 expands New Holland's tractor offering and increases the range of power and functionality available to customers. The T7000 Auto Command™ models offer the same power as their T7000 Power Command™ siblings, but introduce a new range-topping model in the guise of the T7070. The 6.7 litre, six-cylinder NEF engine developed by Fiat Powertrain Technologies develops 225hp at rated engine speed and offers 250hp boosted power at maximum engine speed.

As with all engines across the range, the new engine is turbocharged and intercooled, features electronic fuel injection and is compliant with Tier III and EPA emissions regulations.

Stopping power

Active StopStart will hold the T7000 on a steep slope without the need to disengage drive once the tractor comes to a standstill. The electronic park brake (EPB) is a more reliable alternative to the transmission park lock and uses the greater pressure of powerful brake pads to hold the tractor. EBP can be conveniently engaged using the shuttle lever, but will automatically engage if the tractor is stationary for more than 45 seconds, the operator leaves his seat or the engine is shut off.

Efficient pto delivery

The T7000 Auto Command's new driveline and transmission control allows the pto to be operated at lower engine speeds (-12%) for greater fuel economy. Selected via a rotary switch, 1000rpm and 540rpm Eco pto speeds are offered as standard with a direct drive from the engine at 1893rpm and 1563rpm engine speed respectively. A 1000rpm and 1000 rpm Eco rear pto speed, available at 1893rpm and 1700rpm respectively, is available as an option, as is a 1000rpm front pto, which is driven directly off the crankshaft via a wet clutch.

High capacity

In keeping with the T7000's premium positioning, the Auto Command™ models draw on the high hydraulic and carrying capacity of the range. The standard 150 litres per minute hydraulic pump and in line with the pto speeds the pump delivers its rated flow at 1800 erpm, while up to five rear remotes can be specified with a further four mid-mount remotes available. Steering and transmission lubrication is taken care of by an additional 63 lpm hydraulic pump.

The heavy-duty front axle available across the whole T7000 tractor range offers increased capacity and pushes the tractor's gross vehicle weight to 13 tonnes, giving T7000 tractors superb operational flexibility.

Proven heritage

Built on the successful T7000 series, which was awarded Tractor of the Year 2008, the new T7000 Auto Command™ range further improves fuel economy, productivity and class-leading power-to-weight ratios and now offers best-in-class ergonomics for ease of use and comfort.

The IntelliView™ III touch screen display, which has proved very successful in the brand's CR9000 rotary combines, is a standard feature on the T7000 Auto Command™ range. Mounted on an adjustable arm on the Sidewinder™ II console, the display provides detailed information on all the tractor's functions in a clear, easy to use format. Using the latest CAN BUS technology, the display can also be used to control and monitor implements such as big balers.

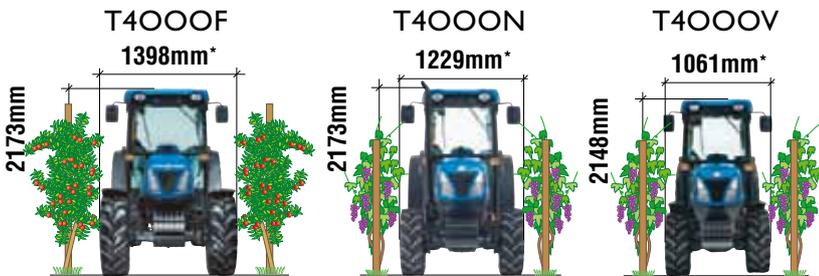
The display can be further used as an interface for New Holland's Auto Guidance system. Guidance-ready now comes factory-fitted on T7050, T7060, and the flagship T7070 Auto Command™ models and as an optional extra on T7040 and T7030 Auto Command™, comprising steering angle sensor, control valve, hydraulics and wiring.

The GPS receiver and Navigation Controller can be fitted by the dealer, allowing the operator to follow predetermined application patterns or perform basic mapping. For customers who wish to make the most of the DGPS-based technology, New Holland's IntelliSteer enables the T7000 Auto Command™ to steer itself along curved lines that were marked during the initial field pass or during a prior field operation.



NEW T4000

THE PERFECT SPECIALIST



Designed to meet the needs of fruit growers and winemakers, the new tractors T4000F/N/V have a modern design and three different widths to meet any of the applications you need. Moreover, these tractors feature:

- Blue Cab™ pressurized cabin equipment, standard cab chassis or ROPS safety frame, for maximum comfort and productivity.
- Turbocharged four-cylinder engines that comply with Tier III emission standards, with a horsepower range between 65 and 97 hp, and the addition of advanced features to help reduce fuel consumption.
- Exclusive front axle SuperSteer™ with automatic engagement of 4wd and diff lock for unmatched manoeuvrability. With an unbeatable angle of 76° giving a turning radius of only 3.3m.
- Wide choice of transmissions, which provide specifications such as advanced electro Powershuttle, Creeper for speeds of only 0.3m/h and the innovative Power Clutch™ to change up to 8 speeds without having to step on the clutch pedal.

See your New Holland dealer for more information.

* Actual dimensions subject to change according to tyre size specification

New Holland celebrates 700,000th Square Baler milestone

The recent unveiling of the 700,000th square baler made at New Holland, Pennsylvania was accompanied by a celebration to commemorate the continuing success of one of the most significant labour-saving inventions in the mechanization of agriculture. Also recognized and celebrated during the event were recent upgrades made at the facility to strengthen its worldwide standing as the Centre of Hay Tools Excellence.

The first successful automatic self-tie square baler, the machine that revolutionized haymaking, was invented by Ed Nolt, a farmer from New Holland, Pennsylvania more than 70 years ago. It soon brought worldwide attention to New Holland Agriculture as the premier manufacturer of haying equipment.

Today, the New Holland, Pennsylvania facility is the largest of its kind in the world, with balers and other hay tool equipment shipped from New Holland to countries around the world.

The most recent facility enhancements came in the form of a \$34 million upgrade project including a plant expansion and renovation with two new, state-of-the-art paint systems. Earlier this year, production of five new product lines was transferred to the New Holland manufacturing facility, resulting in the addition of 110 new jobs. In addition to square balers, the New Holland manufacturing facility also produces round balers, pull-type forage harvesters and other haying equipment.

The 700,000th square baler made at New Holland was unveiled and presented to farmer Ken Myer of Elizabethtown, located in the heart of Lancaster County, Pennsylvania. Myer was the guest of honour at the special event and accepted the baler from his local New Holland dealer, Bob Messick, owner of Messick Farm Equipment in Elizabethtown and Messick Equipment in Abbottstown, Pennsylvania. Myer has purchased over 20 New Holland square balers in the past two decades, upgrading his baler for a new model every year.

Members of the Ed Nolt family also joined in the celebration along with New Holland employees and a number of top New Holland dealers from throughout the United States.

The 700,000th New Holland square baler, a Model BC5070, is one of the new generation square balers New Holland has introduced this year. The commemorative unit features unique decaling designed to represent the era when New Holland introduced the first automatic self-tie baler, launching its reputation as an innovator and leader in hay harvesting technology.

New Holland is a world leader in agricultural, utility and construction equipment. New Holland sells and services an innovative and diverse line of agricultural and utility equipment, including a full line of tractors as well as hay and forage equipment, harvesting, crop production and material handling equipment.

Sales, parts and service are provided to customers by New Holland dealers throughout the world.



Above: Ken Myer, owner of the 700,000th square baler, displays the plaque that accompanied this special unit.

The new BC5000 Series will be available for the 2009/2010 harvest





Three decades of contracting *with blue tractors*

It is fair to say that after 30 years of contracting Rodger Smith has never met a blue tractor he didn't like.

Rodger started contracting in the Waikato when he was 21 with a Fordson Major equipped with hedge cutter. Over the years the business grew until he had seven tractors on the go – all of them New Hollands.

That was in 2000. Since then Rodger has taken his foot off the accelerator. He has eased back to three tractors and an operation that focuses solely on round bale silage.

"We downsized to the one baler-wrapper and a truck and trailer unit that we use to cart bales, maize silage and sand or metal for farmers. Basically we decided that health is more important than work and there is more to life than stressing out all the time."

Rodger says he started with blue tractors and stuck with them because he never had a major problem with any of them and he always received great back-up and service. Why would he change, he asks.

"Now we have two New Holland TSA115 and a TSA135. The two TSA115s are kitted out with MX120 front end loaders, which we use for stacking bales or loading and unloading the truck. They also run the mower and the rake in the baling operation."

The TSA135 is suited to run the baler-wrapper. Rodger says it has no problem at all towing the big unit.

"It could have a bit more horsepower but then it would just go faster and the baler wouldn't make as good bales. I like

Above: Rodger Smith with his TSA115 and TSA135

the TSA135 because all the controls are at your finger tips and it is easy to use.

"It has eight gears in both the high and the low range, and you can change between them at the push of a button. The gear range is perfect for our application."

Asked about their fuel consumption, Rodger says any tractor uses too much diesel but for what they are doing, his New Hollands don't drink the stuff.

Over the decades, he has dealt with several dealers that have handled the Ford and New Holland machines, including Hawke Motors in Morrinsville, D & W in Pukekohe, Norwood Farm Machinery Centre in Te Awamutu, and now Norwood Farm Machinery Centre in Morrinsville.

The quality of the tractors he has bought from them and the service these dealers have provided are the reasons he has stuck with the brand.

"All tractors have teething problems but I have never had a major breakdown. Whenever there have been hiccups, they have provided us a tractor to carry on with."

Over the years Rodger has had 20 blue tractors. He admits that his favourite of the bunch was the old Ford 7710. He had four or five of them, and he says they were a brilliant, compact tractor with a four cylinder turbo engine. "They were a grunty tractor that would do everything we wanted them to do."



TV6070 Bidirectional™ tractor and loader

- Mount and power implements on either end to get best combination of traction, visibility and weight balance
- Articulates up to 45° so you turn sharper and offers better manoeuvrability



LM732 / LM740 Telehandler

- The new New Holland LM Series are powerful, stable and comfortable telehandlers with a choice of model to suit the specific needs of users.
- Two models to choose from:
LM732 – 7 metre reach with 3.2t capacity
LM740 – 7 metre reach with 4t capacity
- 360° Vision cab offers all round visibility



T4050F Specialist Tractor

In November 2008 a jury of European agricultural engineering journalists awarded the New Holland Series T4050F the "Tractor of the Year 2009" award. Following a stringent practical assessment alongside five competitors, the T4050F was recognised for its overall power, performance, versatility, comfort and leading innovations to reduce costs.



T4000 V/N Specialist Tractors

Offered in two widths to suit a range of specialist applications, the T4000 V/N tractor series match high power to weight ratios to best in class manoeuvrability. Key features include power outputs of 65, 78, 87 and 97 horsepower, a wide transmission offering, cab or rops and a choice of front axles.



BR7000 Round Baler

- High daily output
- Hydraulic reverser standard
- 4 models to suit all applications



BB9000 Big Square Baler

- Offering more options to suit NZ conditions
- Higher daily output and low daily maintenance
- Consistent bale length and high quality of bales

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*Terms and conditions apply. Fixed deposits required with flexible options available.
Offer valid on all deliveries until 31st August 2009 or while stocks last.

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Option 2: No payments until 2010 then 30 monthly payments at 4.45% interest*

Option 3: 0% interest and 24 monthly payments*



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QUALITY AND RELIABILITY



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NEW HOLLAND BLUE LEAF RENTAL



New Holland Blue Leaf Rental is a new rental solution available to farm businesses that enables you to afford the assets you need to run your business. It gives you all the advantages of ownership without tying up capital, borrowing beyond your means or getting involved in time-consuming administration.

Available on all new New Holland tractors from participating New Holland dealers throughout the country, this is a solution for you to use the latest, best suited tractor models for your business and your needs with none of the risk of ownership.

What does Blue Leaf Rental offer you?

Blue Leaf Rental allows you to use the latest New Holland tractors, without the cost of ownership.

It is simply a rental agreement where you can avoid many of the risks associated with ownership of a depreciating asset and don't have to worry about the residual value at the end of the lease – that's our problem!

Non-Maintained Rental

Under a Non-Maintained Rental agreement you are simply responsible for all maintenance and other running costs of the tractor, and your New Holland dealer that you have the rental agreement with will accept the residual risk.

A Non-Maintained rental is an "off balance sheet" finance agreement and as such can improve key accounting ratios.

Low Rentals

In general a Rental will offer a lower periodic payment for each dollar of the equipment value when compared to conventional financing methods.

Tax Deductibility

Rental payments are fully tax deductible*.

Improved Cash Flow Management

Make budgeting and forecasting easier with fixed repayments designed to match your business and seasonal cash flow.

Additional security is not usually required so your personal and business assets aren't tied up.

Avoids Tying Up Business Capital

Preserve existing cash and credit facilities of your business to take advantage of future opportunities as they arise.

Finance is generally structured to spread payments or rentals over the period the equipment earns income allowing you to free up cash that could be used more effectively in other areas of your business.

Off Balance Sheet

A New Holland Blue Leaf Rental is off balance sheet, finance that enhances financial ratios, increases accounting flexibility and reduces administrative burdens.

Fully Maintained Rental

A Fully Maintained rental is an arrangement where all the operating costs (scheduled servicing and maintenance) of the tractor is covered by a single monthly payment to New Holland Blue Leaf Rental. All maintenance and administrative costs of the equipment are then taken care of by New Holland Blue Leaf Rental scheme under a servicing agreement with your local dealership.

A Fully Maintained Operating Rental is an "off balance sheet" finance agreement and as such can improve key accounting ratios.

Why Finance With Us?

- At New Holland Blue Leaf Rental we strive to take a personalised approach with all of our customers and offer them the best choice of equipment financing products and services.
- With flexible Rental packages, we can help you boost your productivity, while lowering your operating costs.
- A Rental is a good option for businesses that want to benefit from the latest technology without the high costs of ownership or the big initial payment normally required with conventional equipment finance.
- Peace of mind with having a professional and dedicated New Holland Dealer network in New Zealand to offer you the best possible back-up through parts and service.
- Amongst many other benefits, your rental payments are fully tax deductible as an operating lease in your business*.

How Does A Rental Scheme Work?

Whether you are looking to purchase a single tractor or 20 tractors, New Holland Blue Leaf Rental could offer you substantial benefits!

An End to Out Dated Equipment

A New Holland Blue Leaf Rental helps your business avoid being locked into owning or disposing obsolete equipment.

A rental program provides you with the flexibility either to return the equipment at the end of the lease term and simply walk away, (subject to fair wear and tear) or upgrade to new equipment and enjoy the latest technology.

So what are you waiting for? Talk to your local New Holland Dealer now, and get the latest model New Holland tractor for your business with New Holland Blue Leaf Rental

* Subject to business use. Term from 12 to 60 months. New Holland Blue Leaf Rental recommends customers seek their own independent accounting and taxation advice before undertaking a rental agreement.



Self sufficient dairy operation powered by New Holland

The van Miltenburg family has made some smart moves that have enabled them to build up a thriving Southland dairy operation.

First of all Rik van Miltenburg decided to transplant his family to New Zealand from Holland in 1982. After sharemilking in the North Island for 12 years, he moved to Opio, near Winton in Southland, and became one of the pioneers in converting dry stock properties to dairy.

Later Rik's sons Frank and Pieter joined him in the business, and they pushed it forward several notches. Now Frank and Pieter each run a 350-head dairy operation, recently they have bought a neighbouring farm that they are converting, and Rik has a dry stock unit where they raise all their young calves and heifers.

"My brother and I run our farms as separate businesses but we share some equipment," Frank says.

"We try to be as self sufficient as possible. We use contractors to do our ground work but we harvest all our own supplements. We winter all of our own cows and feed them our own bales."

The van Miltenburgs' fleet of tractors is used to harvest their grass silage and hay, feed out, and do all the general farm work required to keep things ticking over.

"Pieter has an older New Holland 7840 that we use for aerating and to spread effluent with a slurry tanker.

"Our main work horses are two New Holland T6020s. We use them to do most of the mowing and baler type work."

The T6020s are Elite models, which means they have common rail engines and cab suspension. Franks says the cab suspension is a real plus because you have to put in some long days when it comes to baling 3500 bales a season, which they do among the four properties.

"We also have a New Holland TL90 and a New Holland T5040, which are both ROPs models. We use them for feeding out bales, particularly in the winter.

"When you feed out you are constantly getting on and off the tractor, and it doesn't pay to have a cab because it just gets

filthy. During the winter we are always in wet weather gear anyway, so it doesn't matter if there is no cab."

Frank reckons that 90 percent of the value of a tractor is the service and back up that comes with it, and the service the van Miltenburgs have received from Southland Tractors in Invercargill is one of the main reasons they have stuck with the New Holland brand. "When things go wrong they sort it out quite smartly," he says.

In addition to their New Holland tractors, the family runs a New Holland BR7060 round baler. After running a New Holland BR750 for a season they bought it last summer, and Frank is very happy with it. "It's a good machine and makes nice bales," he says.



From left: Pieter, Rick and Frank Van Miltenburg.

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- **100 points** on forage harvesters
- **60 points** on big balers
- **50 points** on round balers.



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- Best advice, best results, **best price**
- **Original parts** covered by **New Holland parts warranty**.
- Reliable, professional service.



New Holland lubricants - a vital component

Complete the care of your harvesting equipment and prolong its working life by using New Holland lubricants. These products meet the uncompromising quality standards set by New Holland.

Take advantage of our offers on original service parts covered by New Holland parts warranty



Get the best from your equipment in 2009



CONGRATULATIONS



**Something old, something new,
something borrowed,
something blue...**



Congratulations to Nick Browning (mechanic at Dave Boyt Farm Machinery Centre, Whangarei) and wife Stephanie who were married on 4th April in Whangarei. Nick drove Stephanie away in a novel bridal vehicle!



Top Service Department recognised

Congratulations to the Service Department from Giltrap Farm Machinery Ltd in Otorohanga on their recent award of Best New Holland Service Dealer For 2008. Congratulations to Steve and his team, it is a credit to have such a professionally run Service Department in our network.



From left: Andrew Jameson, C B Norwood NZ Service & Distribution Manager, Steve Pryor, Service Manager, Giltrap Farm Machinery Ltd, and Kyle Baxter, Operations Manager, New Holland Tractors.

Classic Fiats 513Rs *restored to mint condition*



Through a labour of love a South Otago family has restored two of the first Fiat wheeled tractors to work in New Zealand. The effort was also something of a debt of gratitude since the Miller family was the owner of one of those early Fiats.

Russell Miller explains: "In 1962 my father Les Miller owned a small sheep and beef farm at Popotunoa, inland from Clinton, and his cousin Geoff Miller owned a similar property in the same district.

"That year Andrews & Bevan in Christchurch imported seven Fiat 513R tractors. Until then the only Fiat tractors in this country were crawler models.

All seven of that first lot of 513Rs ended up in South Otago and Southland. My father and Geoff Miller bought two of them, and a friend of theirs, John Bamford, who also lives in South Otago, bought another.

Dad thought it was a good looking machine, and with 60hp it was a good sized tractor for those days. He used it to do all the ag work on the farm, from ploughing to baling.

I grew up with it. Tractors in those days were fully air conditioned because they had no cab, and the only radio station you could get on them was 4ZB Dog, which was the dogs barking as they chased you," Russell says.

Les kept his Fiat 513R until he retired from farming 1971 and sold it to another farmer. When he left the farm, Les went to work for an agricultural machinery dealership in Balclutha, Gears Ltd, where he sold and serviced many Fiat tractors and New Holland balers. Later he worked as a fitter turner at the local meat works.

Six years ago, knowing that Les enjoyed restoring things, the farmer to whom he had sold his Fiat 513R offered it back to him. That was the first of the Fiats Les and his sons restored.

The second was John Bamford's. Russell says John had kept his 513R since he bought it. It was sitting in a shed until he offered it to Les about a year ago.

"Fiat engineered their tractors very well. Both of them were in excellent order mechanically when we got them though they needed lots of body work. I went with Dad when he picked up John's one, and it started right away. We drove it into Balclutha where Dad lives."

Fortunately Les raised his sons to have just the right skills needed to help his restoration efforts. Russell's brother Bill is a diesel mechanic, and his brother Murray is a top class car painter.

"Bill did the mechanical work on both of them," Russell says. "I wasn't here when they restored the first one but I helped Dad prep the second one for painting. It took us about 10 months working on weekends.

"The bonnet was almost non-existent, it was broken and rusted. And it took a lot of work to clean off the dirt and oil that had built up on it since 1962.

"Murray did an absolutely magic job painting. He sourced the original colour code of paint, and really it is better than new. He put a lot of work into getting it right."

Les now has two mint condition Fiat 513Rs to take to vintage tractor shows. He would like to find and restore the one his cousin Geoff bought in 1962 but Russell isn't too sure that is going to happen.

"Mum made the supreme sacrifice and gave up part of her rose garden so he would have space to restore the second one. She told him that if he thinks he's going to restore a third one he would have to decide between her and the tractor. He replied that he would take that into consideration."

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FREE pair of work socks with each 20L Oil Pack!

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Best Choice for maximum protection.

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Promotion valid for the month of July 2009 *Socks may differ from those pictured above

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drop us a line



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@newholland.co.nz

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