

The World of New Holland



NEW HOLLAND

AGRICULTURE

Autumn Edition 2008

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- **Machine of the Year awarded to FR9000 Forage Harvester**
- **New T6000 Range Command™ and Power Command™ models released**
- **Christmas Colouring Competition winners announced**



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T8010, the alpha male in contractor's New Holland pack

Self-confessed 'New Holland man' Eric Cullen is more than happy with the job his new T8010 tractor is doing in conjunction with his BB940 baler. Eric and his wife Erna Cullen run a contracting business from their home in Rotorua, where they own 55 hectares of dry stock farmland, on which they run beef and dairy grazers.

Eric has been contracting for more than 30 years and concentrates primarily on big square baling of hay and wrap silage. He also has a self-propelled chopper and does a bit of ground work, under sowing and cartage.

Eric owns four New Holland tractors. They include a TM155, a TS115A and a TL90A, and he recently purchased a brand new T8010 from JMV Agri in Rotorua. "It's a big beast. This is the biggest tractor I've ever had and it's probably a bit bigger than I really need. I had trouble with a previous tractor and New Holland helped finance us into this one," Eric says.

The T8010 is used mainly for pulling his New Holland BB940 baler and a large set of Simba discs. While the T8010 has only done 500 hours so far, Eric says he's impressed with the machine's power. "With the baler on and heavy crop when you go up a hill you don't change anything, and the fuel usage seems about the same as the other tractors," says Eric.

"It's easy to operate and it has SuperSteer™ so you can spin it around on a dime. It's actually better than some of my smaller tractors. My last three tractors have all had SuperSteer™ and I wouldn't be without it."

Eric also likes the fact that all the controls are easily accessible on the armrest and the T8010's cab is large and roomy.



"The only downside is that it's a bit high off the ground. You have to climb four steps to get up to it. I haven't put anything on the three-point linkage at this point but it will probably happen at some stage. "I'm a great believer in matching tractors to implements," he says. "My TM155 is kept busy with power harrows and hoes and generally I pick the tractor for a particular job."

This is Eric's fifth season with the New Holland BB940 baler, which replaced a D1010. "We usually keep our square balers for four years but we took the BB940 into the dealer in the winter and it's going well. I've found it very good and I might just keep it going until I retire," he says. The BB940 is a heavy baler and is well suited to the undulating land Eric works on.

"I've always been a New Holland man. I had New Holland conventional balers and two D1010s before the BB940 came in. I know them inside out now. We keep the greasing up to date but the balers are pretty maintenance free. "Since we went from the D1010s to the BB940 we haven't had to go looking for parts. We've alleviated a lot of problems."



Award-winning run at Agritechnica

The announcement that New Holland's FR9000 forage harvester has won the coveted Machine of the Year award from the DLV (German publisher of prestigious agricultural magazines such as DLZ Agrarmagazine and Agrar Technik) has crowned an impressive Agritechnica show, which has seen the brand clean up in the awards.

"The Machine of the Year award is a fantastic result for the FR9000 forage harvester and New Holland. The judges recognised the innovation that has gone into this completely new machine and the high productivity it offers our customers.

All our products combine high quality and advanced technology, and this is borne out with gold and silver medals from the DLG (German Agricultural Society) for the CR Elevation combines, and the Golden Tractor for Design award and prestigious Tractor of the Year awarded by a panel of agricultural journalists for the T7000 tractor. It really has been a great show for us and recognition of the superior machines we produce," said Carlo Lambro, New Holland Vice President.

The all-new five-model FR9000 range boasts up to 824hp and features the largest cutterhead in the industry, up to 15% bigger than the competition. Operators can carefully control the chop length and quality using the HydroLoc™ feed roll drive system and the wide crop processor. The flexible Variflow™ system can be altered in less than two minutes by one operator without tools, enabling grass, maize or wholecrop to be harvested in turn, without extensive setup changes. The FR9000 combines high performance with high fuel efficiency thanks to New Holland Power Cruise™ and Turbo Compound technology.

Following the Machine of the Year award at Agritechnica, the New Holland FR9000 was also awarded a Golden Ear medal at the International Agriculture Fair in Brussels. The FR9000 Series impressed an independent panel of judges from FEDA-



GRIM, the Belgian agriculture and horticulture federation and organisers of the biennial event, with its overall concept.

The Golden Ear, the Golden Hoof and the Golden Box awards recognise achievements in agriculture, stockbreeding, garden, parks and green spaces, the central themes of the event. The show draws more than 150,000 visitors, including farmers and contractors, from across Europe.

T7000

New Holland's T7000 tractor has won the prestigious Tractor of the Year award at the Agritechnica machinery show. The top prize was complemented by the Golden Tractor for Design award, recognising the new standards in performance and comfort set by the T7000 range.

The four-model T7000 range has garnered praise since its launch, thanks to its 'whisper-quiet' operation and high performance, offering customers high levels of productivity in the 165hp to 210hp sector.

Customers around the world have been impressed by the T7000 tractor's highly specified cab offering a commanding drive position and excellent visibility. A proven Engine Power Management system and excellent power-to-weight ratio makes the T7000 models highly manoeuvrable and productive in all applications, while an extensive development and testing programme has ensured rugged reliability and easy maintenance.



New Holland T6000 Range Command™ and Power Command™ tractors

- Three six-cylinder common rail models
- Range Command™ and Power Command™ transmissions
- Standard Eco 40kph with optional 50kph Direct Drive
- Auto-modes and Engine Speed Management for high productivity
- Low in-cab noise levels

New Holland's T6000 tractor range has been completed for 2008 with the introduction of three six-cylinder models. The new T6000 Range Command™ and T6000 Power Command™ tractors replace the previous TM Series and bring with them higher levels of comfort, economy, performance and productivity.

The, 125hp T6050, 140hp T6070 and 155hp T6080 feature an impressive specification list including the spacious Horizon™ cab with air-conditioning, a deluxe air suspension seat and two-stage Comfort Ride™ cab suspension as standard. Terraglide™ front suspension and FastSteer™ are available as options for customers who want the highest levels of performance.

Maximum versatility

New Holland has developed the T6000 Range Command™ and Power Command™ models for use in a wide variety of applications, and the tractors incorporate a comprehensive list of features unavailable on the previous TM Series.

The six-cylinder T6000 models have four new transmission options. A 50kph or 40kph 19x6 Eco transmission is avail-

able in both Range Command™ and Power Command™ format and offers an efficient 40kph 19th gear, which reduces fuel consumption and cab noise. Customers looking for the last word in versatility can also specify creep speeds to create a 29x12 transmission that meets all needs.

Smooth transmission operation is enhanced by Auto shifting and IntelliShift™ systems, allowing operators to get the most from these sophisticated transmissions. Auto modes can be set for field or road, with gears changed automatically to maintain a constant speed in varying conditions and terrain. The IntelliShift™ system accurately determines change points dependent on load for seamless changes on the move.

Auto PTO allows the rear PTO to engage and disengage automatically based on an operator-defined linkage height. Headland Turn Sequencing enables up to 28 functions to be stored and played back. Once set, these automatic functions dramatically lower time taken at the headland and, when combined with Terralock™, the automatic four-wheel drive and differential lock control, can significantly reduce fatigue over the working day.

For PTO machinery, such as balers, the T6000 tractor's Engine Speed Management makes sure forward or PTO speed is precisely controlled despite variations in load. Two working speeds can be programmed; field work and headland turn, and then conveniently toggled between using a switch on the transmission controller.

PRODUCT NEWS



Productivity and power

The new six-cylinder, four-valve common rail engines feature the longest service interval in the business at 600 hours, reducing overall operating costs. The engines are also approved to run on 100% Biodiesel using just a modified service routine.

A power boost feature places up to 34hp more at the hands of the operator, increasing the tractor's output and reducing the power-to-weight ratio by up to 25% compared to the TM Series, with the T6070 model weighing only 30kg per horsepower.

Electro-hydraulic remote valves are an option for maximum convenience and can be programmed into the Headland Management System for maximum performance.

New Holland's FastSteer™ system offers the fastest way to turn a tractor around. The award-winning FastSteer™ allows lock-to-lock turns to be made with only eight degrees of steering input to reduce cycle time in the yard and on the headland.

Ultimate Comfort

The T6000 Range Command™ and Power Command™ models offer a comfortable working environment with the

smooth six-cylinder engine reducing in-cab noise levels by 6 dB(A), 75% lower than the TM Series.

The Horizon™ cab features wide glass panels for unobstructed view in 360 degrees, complemented by a high-visibility roof panel.

The armrest controller featured on the larger T7000 tractor is introduced to the T6000 range, placing all the tractor's major controls at the operator's fingertips. The optional IntelliView II™ monitor (requires Power Command™ and Electronic Remotes Valves) extends the ergonomic layout of the cab, allowing the operator to easily select the key tractor functions, review operating parameters and connect to ISOBUS compatible implements without the need for an additional monitor.

Quality and reliability

The T6000 has been designed and developed with reliability in mind. Extensive simulations and laboratory testing is backed up by more than 27,000 hours of field tests across two continents in a wide variety of applications, from draft and PTO work to hydraulics and road transport. The combination of this work and the use of best practices at New Holland's Basildon manufacturing facility ensure the T6000 Range Command™ and T6000 Power Command™ provide dependable performance.

NEW HOLLAND T6000 Range Command™ and Power Command™ models

Model	Rated power kW (hp)	Max Boosted Power kW (hp)
T6050	92 (125)	117 (159)
T6070	103 (140)	124 (169)
T6080	114 (155)	131 (178)

Rated and maximum power measured to ISO 14396





A better season starts with *New Holland* Service Plus

Breakdowns are always unpredictable, unwelcome and are often avoidable. The New Holland Service Plus program is especially designed to take care of your equipment to help eliminate costly and frustrating downtime during the season. Because your harvest can't wait the New Holland's Service Plus program gives you the opportunity to have your machinery comprehensively inspected, adjusted and if necessary repaired before you go into crop.

Whatever your New Holland equipment is your New Holland dealer has a multi point inspection checklist to cover all of its systems – from engines to transmissions; hydraulics to electrical and everything in between. They even check the condition of the fire extinguisher. Developed in conjunction with New Holland global engineering and service divisions, they give a detailed analysis of your machines vital components.

The Service Plus inspection program is not just available for balers and harvesters. Checklists are also available for a full range of New Holland tractors so they can also get the full once-over.

All you need to do is contact your New Holland dealer who will arrange a convenient time to inspect your machine/s. Once the inspection is complete they will report its condition back to you along with an estimate of the costs to carry out any necessary repairs. Upon receiving your approval the parts will be ordered and a suitable time will be agreed upon to carry out the repairs. New Holland will only use genuine



parts and lubricants so you can be assured your machine/s are getting the very best treatment.

After the recommended repairs have been completed your New Holland technician will attach a Service Plus certification decal to your machine. Because the Service Plus program is performed to the same high standards across the dealer network every dealer recognise the value that decal represents and this can help you come trade-in time.

By carrying out a Service Plus maintenance inspection you know your machinery is ready to go when you need it. It will be in its optimum operating condition and ready to go into crop so you can stay productive day after day and get the most out of the season.



A New Holland tractor for the Pope

Late 2007 Fiat CEO Sergio Marchionne (pictured immediately left of the Pope) presented Pope Benedict XVI with the keys to a special tractor, which New Holland, a Fiat Group company and world leader in the agricultural equipment sector, has donated to the Pontiff. The unique New Holland model T7050 tractor is completely white and carries the Papal Coat of Arms, and will be used to tow the huge platform, which accommodates His Holiness during

his regular Wednesday General Audiences in St Peter's Square, into position.

"We consider ourselves greatly honoured," Sergio Marchionne stated, "to have had the opportunity of presenting this tractor to the Holy Father, as a mark of our admiration and respect. The Fiat Group is strongly committed to technological excellence and responsible development, and we see today's presentation as reflecting this mission."



New Holland TT Series

New TT series tractors simply have it all – proven reliable power with modern styling and comfort, all in an affordable package. Choose from 55 or 75 horsepower models available with optional front-end loader. New Holland TT tractors, leading brand resale and product support – only at your New Holland dealer. Contact them today.



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Hands-on vineyard owner says “New Holland and Tordable deliver lively performance, good aftertaste”

Unlike many Central Otago vineyard owners, Chris Hill is not chasing an expensive lifestyle. He is in business to make a profit. Chris thinks hard about the gear he buys and he gets as much return from it as possible by contracting out to some of his neighbours.

He produces Pinot Noir and Pinot Gris wines from the grapes he grows on his vineyard, Lochaburn Estate, north of Cromwell. Recently he has also planted Riesling and Sauvignon Blanc grapes. “A lot of people have a big emotional thing with Pinot Noir but it is a very fickle grape and it is the most expensive to grow. It is low cropping and labour intensive. Adding white grapes into the mix has proved to be the way to go. They are higher producing and deliver more consistent returns,” he says.

When Chris bought the 14 hectare estate in 2004 he was living in New Plymouth. Initially he remained there and kept his ‘day job’ managing another business. He has since relocated to Central Otago to be involved in the vineyard fulltime.

“Initially the property had 3.3 hectares of vineyard and we have developed a further 5 hectares. When we bought it, we also had to buy the equipment we needed to operate it. We got a New Holland TN80F tractor from Norwood Farm Machinery Centre in Mosgiel plus a mower, sulphur sprayer, weed sprayer, net applicator and vine trimmer. “The TN80F is an 80hp machine. It is excellent. We are very happy with it. It is fully enclosed and has air conditioning. I like my comforts,” he says.



He is equally positive about his most recent purchase, a Tordable Helico half row vine trimmer. The Helico attaches to the front of the tractor and trims the tops and one side of both sets of vines in the row. The Helico’s blades are designed to create a vacuum effect that draws the lighter vegetation onto the rear edge of the blade for a very close trim.

“The trimmer only gets used two or three weeks out of the year but at that time we go hell for leather. There is a bigger model that trims both sides of the vines but we didn’t have the budget for it. We find that the half row trimmer goes a bit faster than the full row trimmer so at the end of the day ours is only marginally slower. “This year we used it on two other vineyards. Working for other vineyards means we keep our tractor busy and earn a bit of extra money.”

Chris says it is nice to have his own equipment so he can do things when they need to be done but he can’t afford to have it sitting idle. His solution is to work with a vineyard development and management company. It does some of the work on his vines, and he drives his tractor and uses his gear for some of their other clients.

“A lot of the vineyards in Central Otago are hobby farms or a place the owners will retire to. Owning a vineyard is a lifestyle for us too but it is one we are actively involved in,” he says.

Bringing it all back home with New Holland gear

Stuart and Rhonda Watson created Watson Contracting three years ago to get them both home to Opotiki. Stuart is a fitter welder by trade. After the Edgecumbe earthquake in 1987 he worked for a process and electrical company as a mechanical supervisor. He then spent many years travelling around the country working on Fonterra sites “living out of a suitcase and looking at concrete walls in motel rooms”. He got tired of it and wanted to get back to the Bay of Plenty.

He and Rhonda spoke to farmers in Opotiki, and discovered there was an opening for another ag contractor to specialise in hay and balage. Stu was brought up on a farm and knew about machinery but it was still a scary move.

“In September 2005 we bit the bullet and bought a kit of gear.” They went to Bob Ogle at R & R Tractors, Te Puke. “We looked at other companies. Price-wise they were pretty much the same so it came down to backup, service and support. We’ve only got minor teething problems with the gear and if we couldn’t sort it out over the phone, R & R Tractors were here the next day.”

Stu and Rhonda bought two New Holland tractors: a TS125A and a TL90A, as well as a BR740 round baler and a 1080 Tanco wrapper. Rhonda says “we wanted the TSA as we needed a heavier tractor to handle the baler on the hill country: Stu didn’t want to get pushed around. It’s got a good power to weight ratio, and with six cylinders is quite economical. The baler/tractor combination work well together.” The TL90A was bought to do the mowing, raking and pulling the wrapper. With its MX loader, it does the stacking as well.

Stu says the BR740 baler is awesome. Its main features are its wide pick-up and the rotor cutter knives and, together with their Fella rake (it works a 6.8m swathe), the two make a tight, tidy bale. The Tanco wrapper is also doing a great job. Usually they wrap round bales but it will also process square, taking only five minutes to swap over. Stu and Rhonda tow it behind the TL90A with the monitor in the cab.

Stu and Rhonda count themselves lucky to have two local dairy farmers, Shane and Russell and Stu’s dad Rex to help out when things get busy.

The first season they stuck to hay and balage and in autumn bought an Aitchison 8022 under-sower to get into direct drilling. The drilling keeps them working through to May, and a new mulcher will be used on silage maize stubble to reduce the trash build-up before drilling.

This season Watson Contracting bought another New Holland: a TL100A. That’s going to become the mowing and raking tractor and in the autumn will tow either the mulcher or the under-sower.

Business has increased substantially over the last three years and demand for cultivation has increased. Watson Contracting is looking at equipment particularly for planting turnips. “Whatever we get, the key decision will be the quality and back-up.”

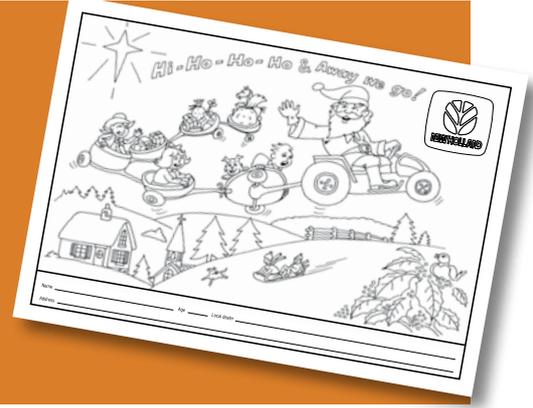


Rhonda, Stu and Rex



THANK YOU

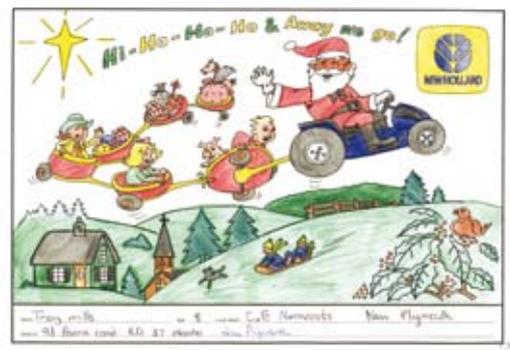
to all who entered
the New Holland
**CHRISTMAS
COLOURING
COMPETITION**



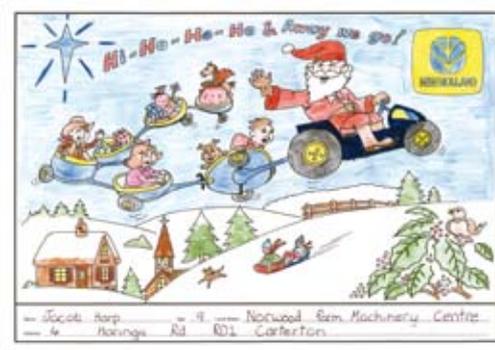
**The standard of entries was again very high.
This year's winners are:**



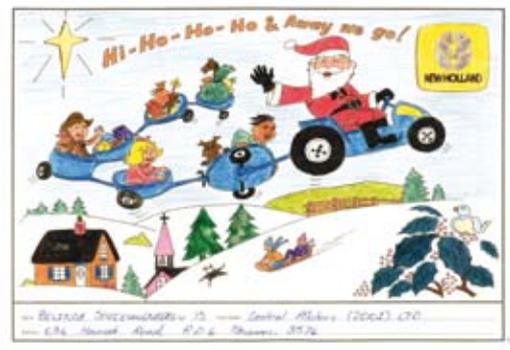
5 years and under category
Cate Pedersen of Napier



6 to 8 years category
Troy Mills of New Plymouth



9 to 11 years category
Jacob Harp of Carterton



12 to 15 years category
Belinda Spreuwenberg of Thames

Special mention also goes to our youngest entrant, 10 month old Sean McKay of Gore.



FEEDBACK

**Thank you to
9 year old Jordan Bell
of Otago who drew
this picture for us.**

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