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DEALER MARKETING LETTER, U.S. NO. 796, CANADA NO. 760

NEW HOLLAND DEALERS, NORTH AMERICA

SUBJECT: MORE PRODUCT AWARDS FOR NEW HOLLAND AGRICULTURE

New Holland was recognized with the Highest Residual Value Award for 2006 Model Year Tractors and Combines by IRON Solutions, at the recent Farm Progress Show. These awards, which New Holland won in the Class VIII combine and the small row-crop tractor (100-139 hp) categories, highlight the accomplishments of manufacturers of farm equipment that holds the greatest proportion of original price after three years of ownership.

The IRON Solutions Highest Residual Value awards are just the latest awards New Holland has received during the past year that recognize the innovation and quality built into New Holland equipment.

- Earlier this year, *Farm Industry News* presented a FinOvation award to New Holland's CR9080 Twin Rotor® combine. The awards are presented to the best innovations coming into the market that are designed to help producers farm more efficiently and more profitably.
- New Holland was honored with five prestigious AE50 Awards by the American Society of Agricultural and Biological Engineers (ASABE) for the most innovative product ideas to enter the market in 2008. Only 50 products are chosen for the award each year.

AE50 awards were given to the H9800 Series Self-Propelled Automatic Bale Wagon and Mil-Stak® Large Bale Loader Attachment; Tongue-Mounted Swiveling PTO-Driven Gear Pump for New Holland H7150 Haybine® Mower-Conditioner; New Holland 750HD Specialty Crop Header; New Holland CR9090 Elevation Combine and Eight-Range Hydrostatic Transmission with Integrated Hydraulic Control System for the TV6070 Bidirectional™ Tractor.

- On the international front, New Holland won both Gold and Silver medals at the SIMA Innovation Awards 2009 for the impressive NH² hydrogen-powered concept tractor and the advanced EasyDrive™ transmission respectively. Innovation was the main criteria considered by the international jury for the awards presented at SIMA, the Paris International Agribusiness Show.
- At the 2009 Tractor of the Year competition in Italy, New Holland won two prestigious awards: "Golden Tractor the Year" for the T6080 and "Best of Specialized" for the T4050F. Awards were presented by an international panel of judges at the EIMA International Agricultural Machinery Exhibition.

Awards such as these attest to New Holland's well-earned reputation for product excellence, and we hope that as a New Holland dealer, you will also take pride in these accomplishments.

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