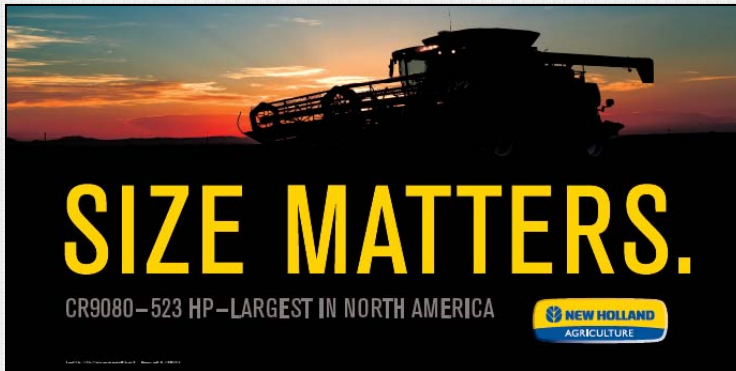


ORDER CR9080 COMBINE "SIZE MATTERS" BANNERS BY AUG. 4



When it comes to harvesting capacity, size matters! Order 12' x 6' "SIZE MATTERS" banners to promote North America's largest combine, the CR9080, at your dealership or at local shows and events.

Place your order by Monday August 4, 2008.

This is a one-time offer.

Banners will only be printed to fulfill the quantity of orders received.

Be sure to order your banners now from the DMC (NH7240801) at a cost of \$100 each for a single-sided banner. They may be ordered online, through the Dealer Portal (under Tools), or by calling DMC customer service at (262) 636-7540. Banners ordered by August 4 will be available to ship the week of August 18.

NEW HOLLAND CELEBRATES 60TH ANNIVERSARY WITH FFA

Today's FFA members are tomorrow's leaders and skilled employees in the agriculture industry. New Holland has long recognized the importance of the leadership training the FFA provides, and is proud to be a highest-level, Six Star sponsor of the National FFA. This year, New Holland is celebrating its 60th anniversary of FFA sponsorship, and is participating in a variety of special projects in honor of the occasion.

Co-op ads and radio scripts are available for your dealership to promote New Holland's 60-year partnership with the FFA. To download the ads, go to the Dealer Ad Planner and check under Special Promotions. (These ads are eligible for co-op reimbursement in accordance with standard New Holland co-op guidelines.)



During the 2007 National FFA Convention, teams of FFA members competed in an Ag Mechanics competition that simulated the work required to level the ground for building a hay storage shed.



Poster: A poster recognizing New Holland's long-standing ties with the FFA was sent to each U.S. dealership. Display your poster proudly to show your support.

National ad: A full-page color ad, identical to the poster, will appear in *Acres*, *New Holland News*, *FFA New Horizons* (the National FFA magazine) and in other national publications.

Three-piece commemorative toy set: A special 1/64 scale T7000 Series tractor, self-propelled wind-rower and CR combine toy set will be available in time for the fall Farm Shows. You will receive order information soon.

See page 2 for more information on New Holland's FFA sponsorships.



NEW HOLLAND PARTICIPATES IN NATIONAL FFA CONVENTION

Indianapolis, IN October 22-25, 2008

It won't be long until more than 50,000 blue-jacketed FFA members, advisors and supporters from across the United States gather for the 81st National FFA Convention.

The National FFA Convention is the organization's most-anticipated leadership event, and this year will be no exception. The 2008 convention promises a motivating four-day lineup of speakers, award presentations, workshops, entertainment and more.

Alumni Auction donations

The Alumni Auction, which features both live, proxy and online bidding, is a huge fundraiser for scholarships and other programs of the FFA.

This year, in honor of New Holland's 60th anniversary with the FFA, the company will donate these items to the auction:

- The popular six-month lease of a tractor/round baler combo
- Celebrity-autographed sub-compact tractor from the 2008 CMA Music Fest's New Holland/ Michael Peterson Celebrity Tractor Race
- A New Holland toolbox

Many of the items available for auction will be available for proxy bid. Interested parties can bid online by either placing a proxy bid in advance OR going online Friday, October 24 at 6 p.m. (EDT) to bid live against attendees at the national FFA convention in Indianapolis. To bid online, go to this site to register: www.unitedcountry.com/ffauction/ Dealers are welcome to support the FFA by bidding on these items.

Trade show display

Company personnel will be on-hand during the trade show to answer questions about New Holland and New Holland equipment.

FFA Advisor Packets

New Holland offers FFA Advisor Kits complete with product CDs, equipment manuals and a photo library to help advisors teach concepts relevant to the high technology trends in agriculture.

Award sponsorships

New Holland will sponsor the Ag Mechanics Proficiency Award. New Holland employees provide technical support and help to judge the competition.

Convention entertainment

After the enthusiastic reception Michael Peterson received when he performed at the 2006 and 2007 national conventions, the FFA has asked



The New Holland display at the 2007 National FFA Convention trade show drew many students who were interested in learning more about biodiesel and New Holland.

him back for the 2008 convention to provide a motivational message, and to provide an evening of entertainment with his band. New Holland will help sponsor his appearance.

Online recognition

The new FFAHorizons.org site brings FFA members together with video clips, activities and career information. New Holland will sponsor the online convention video and photo gallery, and will have prominent ads on the convention site.

For the convention, the site will expand with a social networking element called FFANation.com. Social networking is a widespread trend among teens and young adults who are looking to communicate with like-minded people. New Holland will have a leaderboard on the homepage and recognition on the convention home page before, during and after the convention.



PA State FFA officers paid a visit to the New Holland offices to present the company with a plaque in recognition of their sponsorship of an FFA Leadership Trip to Mexico, one of the many contributions made by New Holland.

CATCHING THE BIG ONE!



Decked out in T-shirts with the New Holland logo on the front, and an illustration of a fish and "I caught the big one" on the back, (see photo below) a group of customers, prospects, dealer and company representatives gathered for a plant tour and fishing excursion.

In June, Titan Machinery enticed customers to tour the Fargo plant with a Triple Play Event that combined a plant tour with dinner at the Fargo Air Museum, and an evening watching a minor league baseball game. The success of this event led them to sponsor another "event": a tour of the Racine plant combined with a fishing trip to Lake Michigan to "catch the big one."

Thirty customers and dealer salesmen from North Dakota arrived at Racine via bus to meet up with ten others from Minnesota and Iowa, who had driven to the plant separately.

The first night, they had dinner with Regional Sales Director, Dennis Hann, along with several members of the Cash Crop Team. The following morning, the group took the T8000 factory tour at the Racine plant... and then they went fishing.

Tour plant, then go fishing

Titan Machinery arranged for ten charter boats to take the entire group fishing on Lake Michigan after the plant tour. They broke up into smaller groups of four or five and headed out for an afternoon of fun. Later that evening, they all got together for dinner and few fish stories.

Events like this are not only a great opportunity to tour the manufacturing facilities, but also an important way to build lasting relationships with customers.

"Plant tours are a great selling tool because customers get a greater appreciation for what really goes into building their equipment," says New Holland Sales Manager Mark Madson.



"However, spending quality time with customers, learning their business, and understanding how we can become a bigger part of their business, is worth its weight in gold, too. This type of activity helps build trust and understanding between the customer, dealer salesmen, and New Holland....not to mention it gives us all a few more fishing stories!"

Dave Leiran with Titan Machinery's Sales Department adds, "Customers appreciate seeing first-hand the perfect science that goes into building a tractor from scratch. They all see the passion New Holland has for creating a quality product. Titan's ultimate goal is to get to know our customers, so we can help them with business decisions much like a consultant. The value of spending time with our customers is building long-term relationships."



TRACTOR TRAINING READIES VOLUNTEERS FOR DISASTER AID



Students demonstrated what they've learned during a "final exam" through an obstacle course. Everyone passed!

When disaster strikes, emergency response teams jump into action. Often, the first to respond are community volunteers, many of them Community Emergency Response Team (CERT) members.

Volunteer CERT members from Pennsylvania and Maryland joined other faith-based and non-government emergency response organizations for hands-on tractor training, organized by the Skills That Serve (STS) Institute with the help of Forrester Farm Equipment in Chambersburg, Pa.

The training was designed to demonstrate how tractors can be effectively used in disaster environments and to provide volunteers with the skills needed to safely operate agricultural tractors equipped with front-end loaders.

Valuable skills

The Skills That Serve Institute is a non-profit organization that develops and provides unique vocational skills training to prepare people to serve their community. Last year, Pete Hull, founder and president of STS, contacted Cory Forrester to discuss his interest in supporting an equipment operation course under development for community volunteers. Hull says he did not expect the response he received.

Hull says, "Cory Forrester offered to host the event and provide whatever we needed to make it happen. I was floored by the generosity and hospitality Cory and his staff showed

throughout the planning process and at the training event."

Forrester Farm Equipment provided nine tractors, two skid steers and a loader backhoe, along with several staff members to assist the STS instructors – all at no cost to STS or the students. At one point in the program, Cory Forrester took on the role of instructor, and provided a towing and PTO safety demonstration for the students.

The day-long training included classroom instruction on tractor safety, identification of key parts and their functions, and operator pre-start responsibilities. Students then participated in a series of practical exercises designed to give them hands-on experience in safely starting the tractor and performing basic tractor operations. During the course of the day, students also received an orientation on skid steers and backhoes, and how they could be used in disaster response operations.

At day's end, each student completed a "final exam" by operating a tractor through a pre-established obstacle course designed to test their ability to apply what they learned.

According to Pete Hull, "Our main objective was to provide quality hands-on instruction to equip our students with the skills to safely start a farm tractor and perform basic operational tasks in an emergency situation. Thanks to the support from Forrester Farm Equipment, we were able to meet that goal. As a result, communities throughout this region and elsewhere in the United States will benefit from skills learned by those who attended this event."



Cory Forrester with student community volunteers at a disaster response training course held at Forrester's Farm Equipment.

What is CERT?

The Community Emergency Response Team (CERT) Program educates people about disaster preparedness for hazards that may impact their area and trains them in basic disaster response skills. Using the training learned in the classroom and during exercises, CERT members can assist others in their neighborhood or workplace following an event when professional responders are not immediately available to help. CERT members also are encouraged to support emergency response agencies by taking a more active role in emergency preparedness projects in their community.

DEMAND CREATES NEED FOR EXPANDED COMBINE CLINIC

New Holland combines are a hot item in the Midwest. In fact, the fifth annual CR/CX combine end-users meeting in Western North Dakota had become so popular, it was expanded to a second event due to the growth of New Holland combine owners in the area and the demand for this type of training.

Meetings were held in the Mandan Community Center, in Mandan, N.D. and at the North Dakota State Fairgrounds in Minot. Since the first owners' meeting in 2004, attendance has steadily grown from 50 attendees to nearly 150 New Holland combine owners/operators from five states (North Dakota, South Dakota, Montana, Nebraska and Minnesota) attending this year's clinic. Some customers and dealers drove over 250 miles to attend the meeting, while another group flew in from Nebraska.

Goal: increased customer satisfaction

The goal of the meetings was to increase customer satisfaction by helping combine customers understand the operation, maintenance and monitoring systems. Judging by customer feedback, it did just that.

According to New Holland Sales Manager Rick Solberg, "reselling" the combine to the customer through providing after-the-sale support through this type of direct operator training is the strongest marketing tool for repeat sales and increasing market share.

Solberg explains, "the first hour was devoted to re-acquainting the customers with the monitoring systems. Then, four one-hour breakout sessions covered heads; feeder house and threshing; cleaning and grain handling; and maintenance.

"The final hour was dedicated to hands-on monitors utilizing the fantastic marketing tool, the Precision Land Management trailers, and the three CR combines. After six hours of combines-only training, the customers were prepped and ready to go!"



During the breakout session on combine maintenance, CR combine owners and operators crouch down to get a close up view. Customers appreciated the hands-on training by product experts.

CUSTOMER COMMENTS

Customers were excited about the combine clinic training. Here are a few of their comments.

- "You're going to do it again next year, right?"
- "Fantastic job!"
- "Thank you for spending the time to support us."
- "Great product, great company support!"
- "I'm going home to take my combine out and look over it before I forget what you told us today."

LIMITED TIME OFFER! DISPLAY RACK

The New Holland Promotional E-store with Staples Promotional Products (formerly American Identity) has an exciting offer for all New Holland dealers. You may receive a FREE or DISCOUNTED display rack with any order placed on New Holland branded merchandise.

It's easy to do! Simply **call the Staples Promotional Products Customer Service Department at 1-800-369-4257** to place your order. **Hurry! Offer ends September 30, 2008.**

- **Free** Place an order for \$1,000 worth of New Holland promotional merchandise at regular price and receive the display rack free. 200096388
- **Special price** Place a \$700 New Holland promotional merchandise order at regular price and receive this rack for \$100. 200096340
- **Big discount** Order \$400 worth of New Holland promotional merchandise at regular price and you can add this versatile rack for \$160. 200096341
- **Purchase \$230** 200096342

Sturdy metal rack has four 13"x24" bullnose shelves on one side, one 12" straight face-out rod and one 23" U-shaped hanger rod. Heavy metal wire 2'x5' display grid is at center. Assembly required. UPS Ground Freight is included in the price. Rack will be shipped directly from the manufacturer in three separate cartons. Allow 2-4 weeks for delivery. Call to place your order.



DIGITAL BILLBOARDS PROMOTE LOW MONTHLY PAYMENTS



NEW HOLLAND
AGRICULTURE

East Texas New Holland
10399 US 69 - Tyler
(903) 597-3176

**TT60A FWD • 56hp
as low as \$227 mo.**

SALE ENDS JUNE 30, 2008



NEW HOLLAND
AGRICULTURE

East Texas New Holland
10399 US 69 - Tyler
(903) 597-3176

**T1510 FWD w/ Loader • 30hp
as low as \$202 mo.**

SALE ENDS JUNE 30, 2008



East Texas New Holland in Tyler, Texas has had some great results with an excellent low payment ad campaign. One important aspect of the campaign is the use of a digital billboard. In fact, two recent sales can be directly attributed to the billboards — a success made doubly sweet because a year and half ago, Tyler was an open spot.

The billboard is a shared billboard where the digital ad changes every few minutes. It is located by a traffic light in a major retail area on the south side of Tyler. The dealership is located on the north side of town.

Both customers who purchased tractors as a result of seeing the billboard commented they didn't know the dealership was in town until they saw the billboard.

One customer purchased a T1510 package deal including loader, rotary cutter, box blade and trailer. The other customer purchased a TT60A. He said he didn't know New Holland had a tractor in his price range and had originally planned to buy used until he saw the ad.

These two digital billboards were the catalyst for tractor sales for a dealership in Tyler, Texas. The billboards boosted dealer recognition in the area, and advertised low monthly payments.

TC30 AIDS FOOD BANK

Bruce Edwards (*shown at left*) of The Regional Food Bank of Oklahoma recently worked with Kevin Robison (*shown at right*) of Chickasha New Holland and New Holland Sales Manager Ron Brown to purchase a new tractor to replace one that was stolen from the Food Bank.

A New Holland TC30 will now help the Urban Harvest agricultural program that assists the Food Bank with community gardens, crop gleaning produce from Oklahoma farmers, and teaching organic gardening techniques to the public.

LUCKY DRAW CALENDAR WINNER

Larry Culver won a G4010 zero-turn-radius mower when his name was selected in a random drawing as the prizewinner in New Holland's 2008 Lucky Draw calendar contest. Fitzpatrick and Lambert in Dushore, Pa., presented the mower to Culver.

For 2009, the Agricultural Equipment Calendar and Grounds Care Planner will include an entry form that gives a chance to win a \$1,000 gift card from CNH Capital, good for any purchase at the dealership. This directs the customer back to the dealer — a good deal for everyone!

If you have any questions about the 2009 calendar offerings, please call Sigma Marketing: **1-800-435-7844 ext. 404** or **904-264-6006 ext. 404** in Canada.

Terry West, a salesman at Fitzpatrick and Lambert, Inc., congratulates New Holland Lucky Draw contest winner Larry Culver.

Photo courtesy of The Sullivan Review



NEW HOLLAND WINS THREE AE50 AWARDS FOR INNOVATION

New Holland has been honored with three prestigious AE50 Awards by the American Society of Agricultural and Biological Engineers (ASABE) for the most innovative product ideas to enter the market in 2007.

The AE50 Awards are based on new technology or the advancement of existing technology intended principally for producing, processing, storing, packaging or transporting agricultural, food and other biological products. To be nominated, a product must have the potential for broad impact on its area or industries. Only 50 products are chosen for the award each year.

FR9000 Series self-propelled forage harvesters feature the widest crop flow channel in the industry, including the widest feedrolls and the largest cutterhead on the market, for superior streamlined crop flow and maximum capacity. The patented Variflow™ variable blower provides smooth, fast crop flow and big horsepower savings. Innovations include the PowerCruise™ engine load management system and a cab with unmatched 324° all-around visibility.

BR7090 round balers enable formation of uniform, dense, perfectly shaped 5' x 6' round bales in any crop. New bale-forming rolls with integral formed ribs provide aggressive crop movement to start cores in crops and conditions that were previously too difficult to bale, like dry, slick Bermuda grass or short straw. This new design reduces the time between initial crop entering the bale chamber and the start of the core rotation by 25 percent.

The **T9050 4WD tractor** features a 485-hp turbo compounding engine that boosts power and fuel economy while reducing noise. Exhaust gases are "recycled" through a second power turbine to generate extra driving torque without increasing fuel consumption. The result is increased performance and horsepower, with better fuel economy.



"AFTER USING MY TRACTOR, I COULDN'T BE HAPPIER" A CUSTOMER LETTER TO WINSTON TRACTOR, WINSTON-SALEM, N.C.

"This letter is to show my appreciation for getting me on the right track and the right tractor for both my needs and personal past use history. After using my tractor I could not be happier. It is a very fine machine, very comfortable and well thought-out design and ease of use capabilities. I knew I liked New Holland over all the other brands when I first compared them a few months ago and again on a second test in the last weeks.

For me, the T4020 is the perfect choice. I thank you for making sure I did not buy a tractor that I would be wanting to trade in the next few years or even months if the choice made was poor.

Your years of tractor use experience is essential for worthy input for anyone trying to make a large purchase decision they hope to be happy with for years to come. You certainly did that for me."

ARMY OF "GOOD NEIGHBORS" ON MOWERS STOPS TRAFFIC

New Holland zero-turn-radius mowers and Atkinson Implements employees were recently the talk of the town in Hartney, Manitoba, when they joined forces to do a neighborly deed in record time.

Amanda-Lee Dooley, service administrator at Atkinson Implement explains: "While Jeremy and Charlene Grills were away in Vancouver for their 2-year-old son's heart surgery, Atkinson's shop supervisor, John Neufeld, and Atkinson's truck driver, Richard Lamouline, among several others, offered to care for their yard.



"In a brief moment of complaint about the size of the lawn, they realized that there are five town-resident Atkinson employees who own New Holland zero-turn-radius mowers.

"As in most small towns, there are limited activities so we must come up with our own entertainment, so three mower owners and two volunteers (all Atkinson employees) mowed the lawn and provided an evening's entertainment. With traffic stopped for a photo shoot and the many passing by, the site of five mowers in one yard will surely be the talk of the town for a while! Where else can you see that many mowers in a yard that would've taken nearly two hours to mow QUICKLY completing the job in 10 minutes."

BALER LEASE DONATION SUPPORTS CATTLEMEN'S ASSOCIATIONS



Cattlemen in three states are enjoying the use of New Holland round balers, while their state Cattlemen's Associations are enjoying having some extra funds, thanks to a program New Holland sponsors with the National Cattlemen's Beef Association (NCBA).

New Holland donates three one-year round baler leases to the NCBA, who in turn uses them to reward the states that do the best job in helping the NCBA grow. The states then have the option to use the baler leases as auction items for fundraisers, or to award to a member as a special prize for an outstanding accomplishment.

This year, the state affiliates who won baler leases for their outstanding 2007 efforts were: Tennessee Cattlemen's Association, Virginia Cattlemen's Association and Kansas Livestock Association.

(Top left) Virginia Cattlemen's Association member Mark Givens. (Bottom left) John Heisterman, the recipient of the Kansas Livestock Association's baler lease with Kevin Frerking from Kanequip, Inc. (Top right) Tennessee Cattlemen Association members Joe Elliott, William Elliott, and Lake Elliott with their dealer, William (Dee) Goad of Goad Implement Co. of Springfield, Tenn.

AMERICAN SHEEP INDUSTRY AUCTION RAISES RECORD FUNDS

A G4010 zero-turn-radius mower, donated by New Holland to the American Sheep Industry Association (ASI), was the top bid-producer at a fund-raising auction held by the Association at their annual convention.

The auction raised over \$22,000 for RAMS PAC (Political Action Committee) for the legislative work done by the American Sheep Industry Association on behalf of sheep producers throughout the U.S. The top bidder at the auction was Clark Willis, Logan, Utah, who paid \$4,200 for the G4010 mower.

"Mr. Willis is a very loyal New Holland customer and has both haytools and tractors on his farm," says New Holland Sales Manager Dave Morris, who helped present the mower to the Willis family.

The American Sheep Industry Association is a federation of 41 state sheep associations representing sheep producers nationwide with a common goal to promote the well-being and profitability of the U.S. sheep industry. It represents the interests of more than 69,000 sheep producers throughout the United States.



(Left to right) Fred Titensor, General Manager of Valley Implement, Preston and N. Logan, Utah; Nick Wamsley, manager of Valley Implement, N. Logan, Utah; Patty and Clark Willis; Dave Morris, New Holland Sales Manager and Peter Orwick, Executive Director of ASI.