



May 1, 2017

DEALER MARKETING LETTER, U.S. NO. 757, CANADA NO. 677

NEW HOLLAND DEALERS, NORTH AMERICA

SUBJECT: NEW HOLLAND CLAIMS WORLD RECORD TITLE FOR MOST SOYBEANS HARVESTED WITHIN EIGHT HOURS WITH CR8.90 SERIES COMBINE

New Holland accomplishes yet another World Record title, this time harvesting a massive 16,157 bushels of soybeans in eight hours with the CR8.90 combine and 45 ft. 880CF draper head.



Record-breaking performance

The record was set on April 5, 2017 at the Villa Panambi farm, belonging to the Mingori Brothers, in the Bahia State of Brazil, with the support of their dealer Jaraguá Bahia, based in nearby Luiz Eduardo Magalhães City.

Key record statistics

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|--------------------------------------|---------------------|
| Total time harvested | 8 hours |
| Amount of soybean harvested | 16,157 bushels |
| Average bushels per hour | 2,020 bushels/hour |
| Area harvested | 222 acres |
| Fuel efficiency - bushel soybean/gal | 73.5 bushels/gallon |
| Average moisture | 17% |
| Average yield | 72.6 bushels/acre |
| Average losses | 0.5% |

Setting the world record for harvesting over 16,157 bushels of soybeans is an achievement which demonstrates the power and productivity of the CR8.90. Unprecedented at nearly 28 acres per hour harvest rate with an average harvesting speed of 5.3 mph - this is what you can expect from CR series combine. Both accomplishments, including the CR10.90 smashing the World Record for wheat harvesting in 2014, and the current CR8.90 record-breaking performance, reinforce New Holland CR Series and Twin Rotor™ technology as best-in-class, worldwide.

Recognized for delivering high capacity, exceptional grain quality and low operating cost, the CR series offers customers the best possible solution to their harvesting requirements.