

New Holland T7000 Auto Command™ Tractor Wins 2010 Tractor of the Year Award



New Holland, PA (December 7, 2009) - New Holland's T7070 Auto Command™ tractor has been awarded the prestigious title of Tractor of the Year® for 2010 at Agritechnica, the world's largest show for agricultural machinery and equipment. This new tractor with its continuously variable transmission was also presented with the "Golden Tractor for Design" award, which recognizes design excellence focusing on ease of use and operator comfort.

This pair of awards for the T7070 Auto Command™ adds to the Tractor of the Year® and the "Golden Tractor for Design" for 2008 obtained by the T7060 Power Command™ at the 2007 Agritechnica, making the T7000 Series the most awarded line of tractors in the 13-year history of this award.

Awarded by a jury of 20 journalists from the most important agricultural publications in Europe, the Tractor of the Year® award crowns the open field model that is able to combine all the benefits of innovation, productivity, comfort, economy and ease of use, all of which are necessary for a leading tractor in modern farming.

Built in New Holland's Basildon, U.K. facility, the five models from the T7000 Auto Command™ Series are powered by a new NEF engine, with between 167 and 225 hp that can run on 100% biodiesel, and completely developed by Fiat Powertrain Technologies of Turin, Italy. The new generation Auto Command continuously variable transmission was developed at the New Holland's Research Center of Modena, Italy, and is manufactured in the Antwerp plant in Belgium.

Agritechnica, the world's largest exhibition for agricultural machinery and equipment, was held in November 2009 in Hanover, Germany. The show estimates that more than 350,000 people attended the 2009 event.